FOR THE COIN-OP ENTERTAINMENT INDUSTRY

VOLUME 14, NO. 9

PLAY METER

October 1988

P.O.W.

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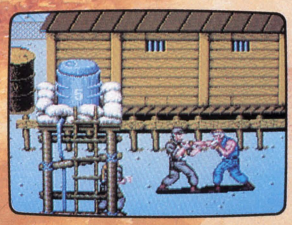

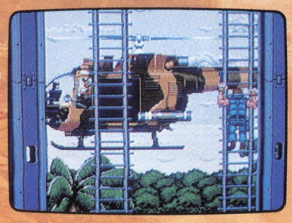

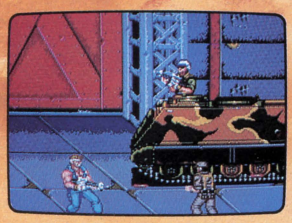

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NEWS BULLETIN

.....The Amusement and Music Operators Association (AMOA) is urging its members to take action on two bills presently before Congress. First is Senate Amendment S. 430 (The Trademark Protection Act of 1988) proposed by Sen. Oran Hatch (R) of Utah. This bill would bar ''parallel'' imports from the U.S., with an obvious adverse impact on our industry. Second is House Bill H.R. 4803 (The Price Competitive Products Act of 1988) that would make clear American consumer's rights to buy legitimate products manufactured overseas, or ''parallels.'' This bill is sponsored by Reps. Rod Chandler (R) of Washington, Don Bonker (D) of Washington, and Bill Frenzel (R) of Minnesota. In an early September letter, AMOA's Wally Bohrer and Dick Hawkins informed members of these bills. In part the letter stated: ''We have two critical tasks: First, make sure our Senators know why Senator Hatch's amendment is harmful to U.S. consumers, including our industry, and should be withdrawn. Second, to obtain additional co-sponsors for H.R. 4803. A show of strength this year is essential to prepare for action to pass this bill next year—and to block House approval of Senator Hatch's amendment, if by chance it passes in the Senate.'' Letters to senators and representatives are in order and will greatly benefit the position of the coin-op industry. Anyone wishing further information may call Bob Wilbur at the AMOA Washington office for assistance, (202) 857-1100.

.....Rowe has been tantalizing the industry about its new product line and distributors at the meeting in Florida were not disappointed. The biggest news was its compact disc phonograph called the *LaserStar.* Besides being a well-built, gorgeous machine, Rowe is offering a gift package of compact discs from some major record companies. Bill Kraft of Shaffer Distributing said he is amazed at the orders he has taken from operators, sight unseen. Get over to the Rowe booth at AMOA to see the latest product from Rowe.

.....The National Automatic Merchandising Association (NAMA) is predicting another successful National Convention-Exhibit of Vending and Foodservice Management, a four-day event which begins in New Orleans on Oct. 20 at The Rivergate. ''We expect to equal the 229 exhibitors that we reached two years ago in Chicago and may even approach the record number of 241 of last year in Philadelphia,'' said Jack Rielley, NAMA director of sales. In addition to the latest offerings by manufacturers of vending machines, the show will display a great variety of products which are sold through vending machines or used in the operation of food service and cafeteria facilities.

.....Merit Industries of Bensalem, Pa., and Gamemasters of Norcross, Ga., have announced a cooperative venture to manufacture and market the coin-op basketball game *Sooper Shooter Basketball Champ.* Features include light-weigh t PVC construction, one-or two-player competition, twin LED readouts, audio tunes, dual coin mechs, basket spotlight, canopy, and a multitude of Dip-Switch options. Merit will offer the game with free location tournament kits; operator programs for leagues and tournaments are also available. Gamemasters will manufacture all games to Merit specs, and Merit will handle the world-wide marketing of the new line. A spokesman for Gamemasters said manufacturing of its *Master Shot Basketball* will ''not continue at this time. But we will still support those customers who bought the game and need assistance with it.''

.....The exhibit area for AMOA Expo '88 has been expanded to add some 20 booths to an already sold-out show. The new space will be in the Regency Ballroom C of the West Tower of the Hyatt Regency Chicago. A record-breaking 493 booths w ill welcome show attendees this year and provide a showcase of new equipment in every phase of coin-op.

.....The American Amusement Machine Charitable Foundation will honor Bert Betti of Betti Industries at its annual dinner during ACME Expo '89 at Bally's Reno on Thursday, Feb. 23. The foundation has selected Betti for his ''honesty, int egrity, and unflagging support of the industry over the years.''

.....The 1988 National Air Hockey Championships, set for Oct. 15-16 at The Bank Saloon in Boulder, Colo., draws top players from around the country and follows qualifying tournaments in the Rocky Mountain region. According to champions hip organizer Mark Robbins of Dynamo, ''the number of tables on location has swelled within the past year, with arcades and mall locations in particular reporting great interest and excellent earnings.''

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PLAY METER

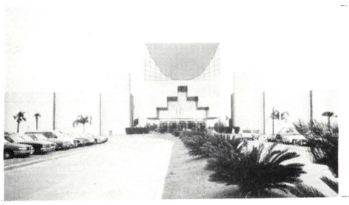
MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO. 9 | CONTENTS | OCTOBER, 1988

FEATURES

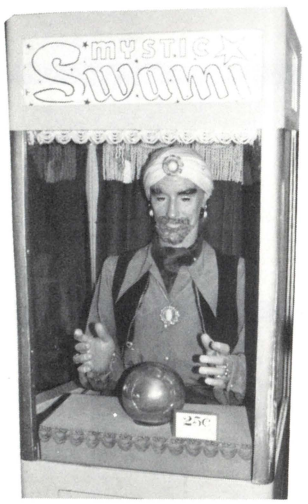
Traveling down Memory Lane 18

Arcades take center stage this issue and none is more nostalgic than the Memory Lane Arcade in Frankenmuth, Mich. Here visitors can recapture the past with a mix of antique and modern games that spans an 85-year period. Step this way and have your fortune told by the Mystic Swami or the Cleveland Grandmother... let Cupic's Arrow answer your love questions... see 3-D pictures of the 1906 San Francisco earthquake... and more.



Something for Everyone at Fame City 22

It would be easy to spend an entire week at Fame City, a unique 200,000 square foot entertainment mall combined with Waterworks waterslide on a 20-acre site in Houston. Amusement choices include 160 video and skill games, Lazer Maze, Roller City USA, Krazy Kars, WhirlyBall... and that's just for starters.



Secrets of the Great American Fun Factory 26

Special lighting and landscaping have added appeal to the well-planned Great American Fun Factory in Kissimmee, Fla. The 30-foot long redemption counter is just one of the special features of this 6,600 square foot family fun center that offers games for all age levels.

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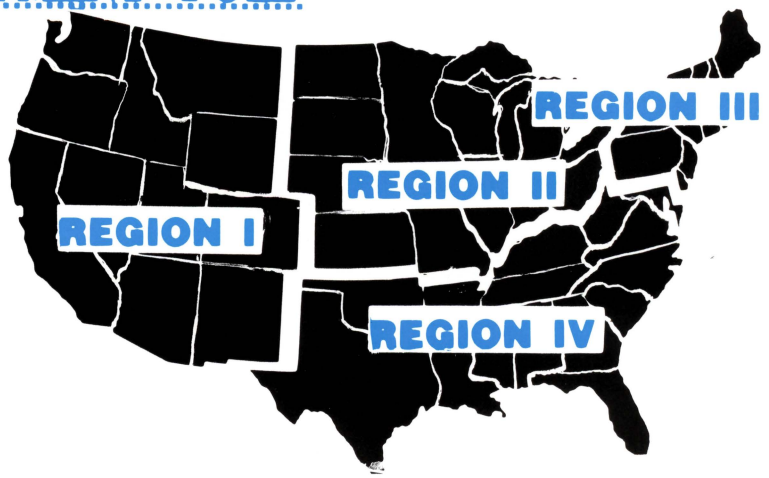
Cover Credit: Those "devastating" men on our cover are Konami's Steve Kaufman, Frank Bundra, and Frank Pellegrini, who have graced other Konami product promotions in the past. Here they muster their meanest looks to introduce *Devastators*, a two-player interactive video full of action, intrigue, and adventure.

EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.



WEST 1 — REGION I

P.O.W.	P-47	Main Event	Rough Ranger
Bad Dudes	Ninja Warriors	Toobin'	R-Type
Double Dragon	Thunder Blade	Cyclone	Silkworm
Continental Circuit	Double Play	Swords of Fury	

WEST 2

Big Choice	Double Dragon	Twin Eagle	Shoot To Win	(Kuri Kinton looks
Main Event	Operation Wolf	RBI		good & inexpen-
Banzai Run	Sky Soldiers	After Burner		sive; P.O.W. rising)

CENTRAL 1 — REGION II

After Burner	P.O.W.	Heavy Barrel	Torpedo Alley
Assault	Quarterback	Continental Circuit	Shinobi
Double Dragon	Swords of Fury	Shoot To Win	Altered Beast
Cyclone	Banzai Run	Sky Soldiers	Operation Wolf

CENTRAL 2

P.O.W.	Ninja Warriors	P-47	Last Duel
Continental Circuit	Altered Beast	Hot Rod	
Assault	Bad Dudes	Big Choice crane	
Cyclone	Double Dragon	Super Contra	

EAST 1 — REGION III

After Burner	Turbo Drive	Pot Shot	(we need a great
Assault	(novelty)	Operation Wolf	updated Karate
Out Run	Continental Circuit	Devastators	Champ)
Final Lap	(s/d)	P.O.W.	

SOUTH 1 — REGION IV

Quarterback	Altered Beast	Shinobi	Heavy Barrel
Bad Dudes	Main Event	Out Run	Rough Ranger
Continental Circuit	P-47	RBI	(V'Ball may be
Sky Soldiers	Cyclone	Rally Bike	sleeper)

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LETTERS

Minor Error

In your June issue, I picked up what I believe to be a minor error. In the next to the last paragraph of the editorial called "Play Me A Memory," you referred to Vic Damone as the Velvet Fog. If I'm not mistaken, it should have been Mel Torme.

In the same editorial, you mentioned the Royal Castle and it brought back some fond memories. Quite a few years ago, when Royal Castle was THE big hamburger chain and hamburgers still cost a dime, we had a long-term contract with them here in Miami. When Royal Castle opened in New Orleans, our distributing office there set them up with four counter boxes, a hideaway phonograph and two speakers. The cost was one record for a nickel.

Bill Singer, who passed away just a few weeks ago at age 87, owned the Royal Castles and he was tough. We tried to go dime play/three for a quarter. His answer to me was, "When I start selling coffee for a dime, I'll let you sell a record for a dime!"

That was a long time ago when I knew a lot more about popular music. I wonder how much Royal Castle charges for coffee these days and if it still influences the cost of playing records on the jukebox!

Ozzie Truppman
DRA Price Guide
Miami, FL

Disappointed

As I was reading my local newspaper the other day, I saw an article in the entertainment section covering the 100th birthday of the jukebox. The headline read "Jukebox Turns 100, Healthier Than Ever." I thought to myself, "Great! Good news about our industry for a change." As I continued to read, another thought came to mind: "I hope that industry critics and bank loan officers in my area are reading this!"

Then came my disappointment and displeasure. The writer started quoting the remarks of Walter Bohrer, Jr., president of AMOA. Mr. Bohrer wasted no time taking a cheap shot at the video game

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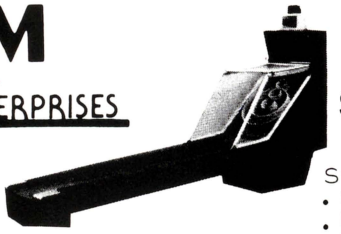

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business. For the life of me, I could not understand the reason for these comments. On the whole, the article was very positive and beneficial for the jukebox.

Why promote one phase of the business at the expense of another? For example, such statements as, "Video games nearly chased the jukebox out of existence," "video games hurt our industry a great deal," and "people who invested heavily into the video business are broke now." Who benefits from these kind of remarks? When are we going to learn?

I am sure Mr. Bohrer's intentions were good, but it is a shame that a spokesman for the industry does not choose his words more carefully. We need positive support for all phases of this business. The two paragraphs in which the statements were made added nothing to the article and only took away from the image of our industry. As far as I'm concerned, Mr. Bohrer's comments were careless and totally uncalled for.

Jim Godwin
A-1 Amusement Co. Inc.
North Little Rock, AR

Thanks AMOA

I would sincerely like to thank the AMOA for the $500 check to East Tennessee State University to be applied to the Cecile Quillen Chair of Medicine.

I was amazed to learn that I had won first prize on the Bally *Blackwater* pinball machine in the category for members of Congress. It just goes to prove that I haven't lost my touch!

James H. Quillen
House of Representatives
Washington, D.C.

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Is It A Win-Win Situation?

The industry looked on in feigned surprise when operator Bill Beckham of Red Baron in Ohio filed his lawsuit against the American Amusement Machine Manufacturers Association (AAMA) and one of its members, Taito of America. The suit covered a broad range of charges, but the one that operators cheered concerned the legality of manufacturers selling dedicated games in the United States while offering them as kits everywhere else.

Both defendants reacted defensively and quickly labeled Beckham as a trouble-maker. Beckham, meanwhile, forged ahead believing that he was doing the right thing.

Operators rallied to his support while manufacturers booed his efforts, claiming that only the lawyers were benefiting from having a civil war within the industry. Despite the amount of money that AAMA was spending on FBI agents' efforts to convince operators that parallel boards were illegal, manufacturers dwelled on the fact that the lawsuit was costing them too much money to defend themselves. Of course, they firmly believed that justice would be theirs.

Just before the court date, both sides agreed that the issue of parallel boards was the core of the suit and decided to let a judge make a ruling on that one issue. All other charges and countersuits were dropped and the industry held its breath for the final ruling. On August 31, that ruling was handed down by a judge in Virginia. Parallel boards were legal. Coincidentally, the decision reached manufacturers the same day they had gathered in Chicago for a membership meeting.

It was a shock to many and reactions were harsh. And though that would naturally be expected, most were looking down the road to what the impact could be. While AAMA enforcement efforts were somewhat deceptive in lumping parallels with counterfeit games, and insinuating that operators would be severely punished for using them, the intentions were aimed more toward copied games and heading off a potential problem.

Manufacturers are right in using all means possible to halt the proliferation of copied games. Any operator who would knowingly operate them should be punished to the fullest extent of the law. However, the smoke screen created with parallel boards may come back to haunt.

While AAMA planned worthwhile industry projects and promoted Bob Fay to executive vice president to implement them, some members did not look beyond the costly enforcement efforts that seemed to be helping a few members.

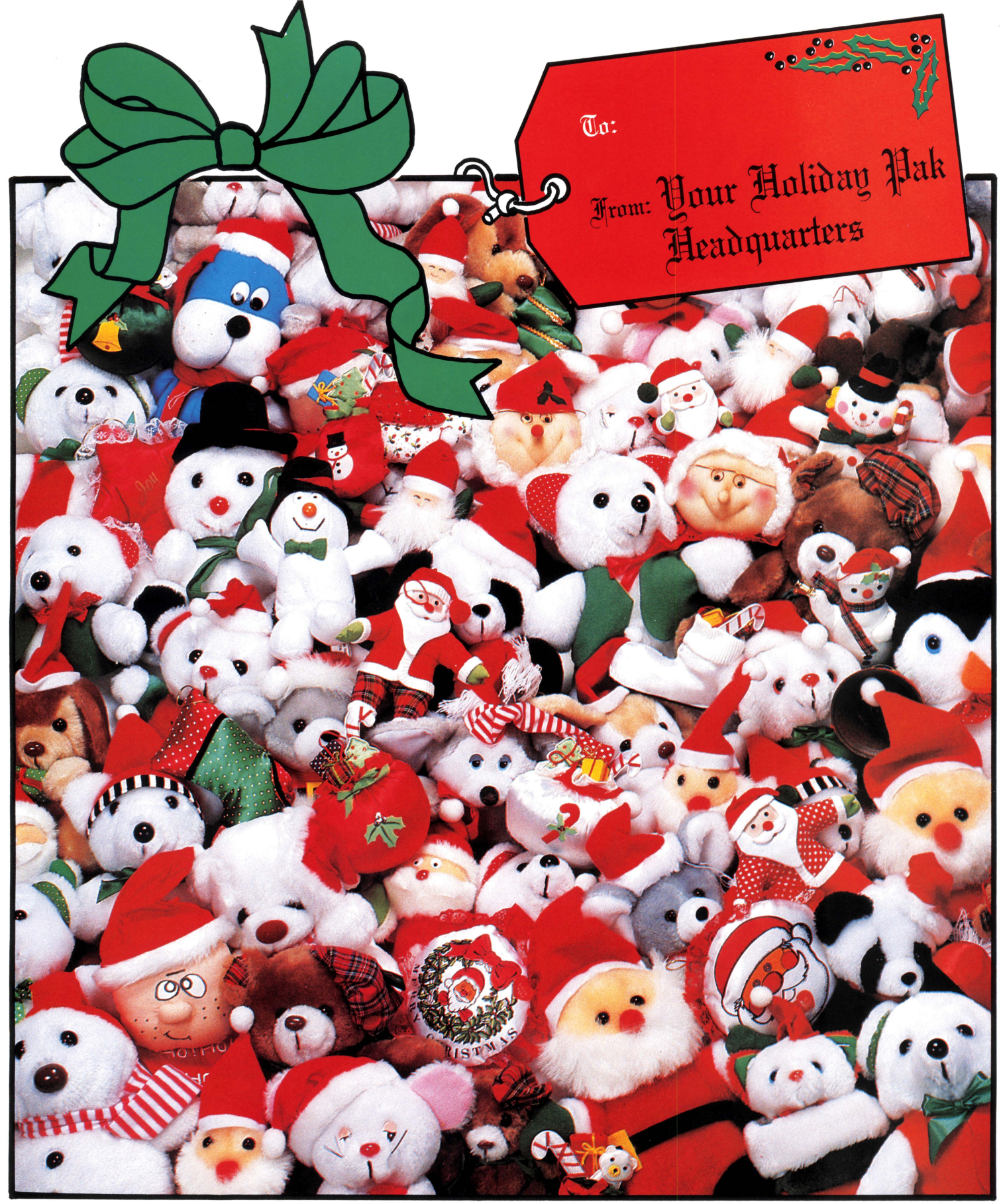
Bill Beckham went out on a limb alone. It was his decision to continue, regardless of the personal financial loss (which was substantial). Few operators have been willing to fight for what they believe in. Although it is regrettable that so much money was spent on this, it's even more regrettable that it ripped a gash through the industry that will take time to heal.

The question now has got to be: What happens next? If we only look at the narrow application of this decision, it could seriously affect the industry as a whole. Admittedly, it is a giant leap toward untangling the complicated legal issues surrounding operator versus manufacturer rights to buy and sell games. Operators don't object to buying dedicated games as much as they resent not being offered the same choices operators in other countries are offered.

It will be disastrous, but a fact of life, that unscrupulous sellers will be all too happy to take advantage of unwary operators ready to buy. Keep in mind that many of those games offered will likely be copied, counterfeit games; not parallels. Time and again I have heard from manufacturers that there are not as many parallel games as it seems. One manufacturer even suggested buying his own parallel games to keep them out of circulation. Guess what? There weren't any to be had. But there were plenty of counterfeit ones.

Operators, this is a special plea to you. Don't buy any boards unless you know beyond a shadow of a doubt what you are buying. Manufacturers may have given you the benefit of the doubt if you claimed you "just didn't know," but I wouldn't expect that same courtesy forever. This is one of the most emotional, controversial issues the industry has endured, but it has endured. Just because this ruling seems a victory for operators, don't think that it's safe to buy any board offered to you. Check out the company—thoroughly—before investing your hard-earned dollars.

Valeria Cognevich
Editor



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How I spent my summer vacation

Remember when school convened for the start of a new year and you were asked to write a composition titled, "How I spent my summer vacation?" My children could title their compositions "Motel swimming pools I have visited across America," or "Hamburgers and fries I have sampled in the continental U.S." For no matter what the vacation schedule or what historical sites fill the agenda, the burning questions are always, "Can we have hamburgers?" and "Can we swim when we get back to the motel?"

To save our sanity, and brace ourselves for the next day's activities, this year we instituted "quiet time," just a 30-45 minute respite for harried parents, and necessary rest for energetic kids. "Quiet time" came after a busy day of touring caves, climbing rocks, and perusing gift shops. It represented that in-between time before swimming and dinner. It worked remarkably well until day five of the vacation, an invisible saturation point for all parties concerned. We knew we were pushing our luck with an eight-day vacation. Thankfully, day six was much better, so much so that we took leave of our senses and actually decided to drive nine hours straight home on day seven. The long drive was broken by many games of Auto Bingo, Connect Four, and Tic Tac Toe.

There really is no total vacation in this business, because quite happily coin-operated equipment is everywhere. Taking notes is a compulsion, and I started on day one in Birmingham, Ala., when I noticed a heart rate machine in a restaurant. These were quite plentiful all along our trip. The first big stop on the journey was the Chattanooga Choo Choo, a restored train station in downtown Chattanooga, Tenn., that featured many quaint shops and a mini arcade with a *Master Shot* basketball, *Skee Ball*, the pinball *Fire!*, and videos *A Jax* and *Thunder Blade* (sit-down). After traveling on the tram up to Lookout Mountain we were greeted with the site of a *Pole Position, Super Hang On, Contra, 1943,* and *Crystal Castles* on the observation deck. A Sonic *Skill Crane* was located nearby.

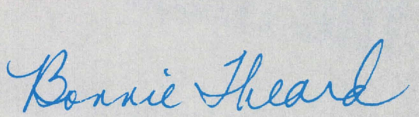
While waiting for a tour in the Ruby Falls gift shops we could occupy our time with *Operation Wolf, Tiger Heli*, or the *Love Tester*. At Stone Mountain outside of Atlanta a small game room featured a triple *Clean Sweep* crane, *Eight Ball Deluxe* pinball, Nintendo Dual System with *Excitebike* and *Hogan's Alley*, a *Silk Worm* and *Ikari Warriors*.

The real video impact came at the arcades of Six Flags over Georgia. One featured 61 videos that included everything from *Galaga* and *Time Pilot* to *Out Run* and *Super Contra*. The second arcade had 57 videos ranging from *Ms. Pac Man* and *Birdie King* to *Shinobi*. Both arcades were clean and games were on 25-cent play. Banks of *Skee Ball* and *Boom Ball* were also at the theme park as well as many triple cranes.

It was quite a change from the arcade I saw at Astroworld in Houston two years ago. To my distress, the games there were poorly kept, some were damaged and non-operational, all the equipment was old, and all set on 50-cent play. I hope that situation has changed. Clean, well-maintained equipment is very important in our business. It projects a good image for the entire industry and generates more dollars for everyone.

By the time we reached Six Flags I had many notes tucked in my handbag. A trip down Thunder River and a close encounter of the wet and wild kind with a waterfall resulted in a water-filled bag. As soon as we disembarked from the ride, I laid out my water-stained, blurry notes in the sun for a few minutes. It had been a pleasure to see coin-op games at every turn and I wanted to preserve my notes.

I have only one objection to some of the equipment I saw—coin-op scales were everywhere. The last thing anyone on vacation needs to be reminded of is weight. Especially with all those big vacation breakfasts. I think it's time to go back to the salad bar.



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FEATURE

Traveling down coin-op's *"Memory Lane"*

by Christopher Caire

A view from the outside

"Come on folks, step right up! For 25 cents, that's right, 25 cents, you can have your fortune told by the all-knowing Cleveland Grandmother! Whoa, you there! Step over here and let the Mystic Swami gaze into his crystal ball for a prediction about your future! You won't believe your eyes, ladies and gentlemen, no sireee!"

Predictions from the Cleveland Grandmother

Such was the barker's banter at carnivals and country fairs in days of yore. A time when America could engage in this harmless fun, when things seemed less serious, the pace a bit slower. That fortune teller can't really see into the future, yet *maybe* . . .

Visitors to Frankenmuth, Michigan can recapture a slice of that past at Memory Lane Arcade, which has a mixture of about 50 antique and modern games. The arcade has been around since 1975 (or 1976, depending on whether you ask owner Dennis Atkinson or a member of his staff), yet the mechanical and electronic machines span an 85-year period.

The aforementioned Cleveland Grandmother, for example, dates back to 1920. A baseball game made of solid walnut is circa 1928, one of only 10 remaining worldwide, Atkinson said. There are "claws" from the '20s and '30s, a "Kiss-O-Meter" (kissing has always been in vogue), palm readers, an Egyptian mummy, horoscope cards, a Seeburg piano, and an Arburo dance organ.

Want more? How about 3-D pictures of the 1906 San Francisco earthquake, or answers to questions of love for a penny from Cupid's Arrow. Golfing enthusiasts play a-round for a quarter on a 1928 Play Golf machine, while The Old Mill churns around and dispenses tart little candies to sweet-toothed customers.

A claw machine from the 1930s

But of all Atkinson's antique gems, the one experiencing the biggest increase in play is the 1938 Mystic Swami. And he can thank the boys in Hollywood for that.

"They used a similar machine, one with the same concept, in the movie 'Big' with Tom Hanks," Atkinson said. "An early ar-

cade machine maker, Muto Scope, made them in the 30s. The Swami's hands move, plus he lights up, breathes and looks into a crystal ball.''

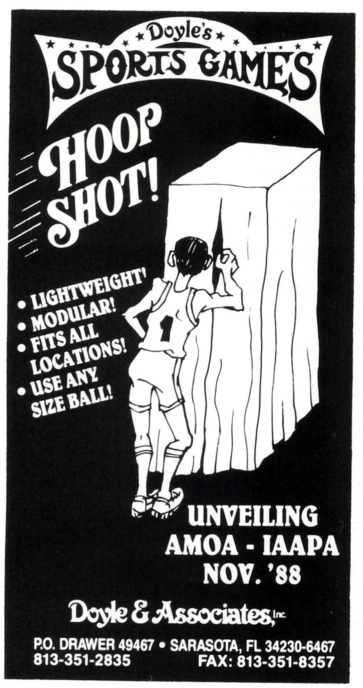
The ''Big'' success hasn't only been felt at Memory Lane, Atkinson noted.

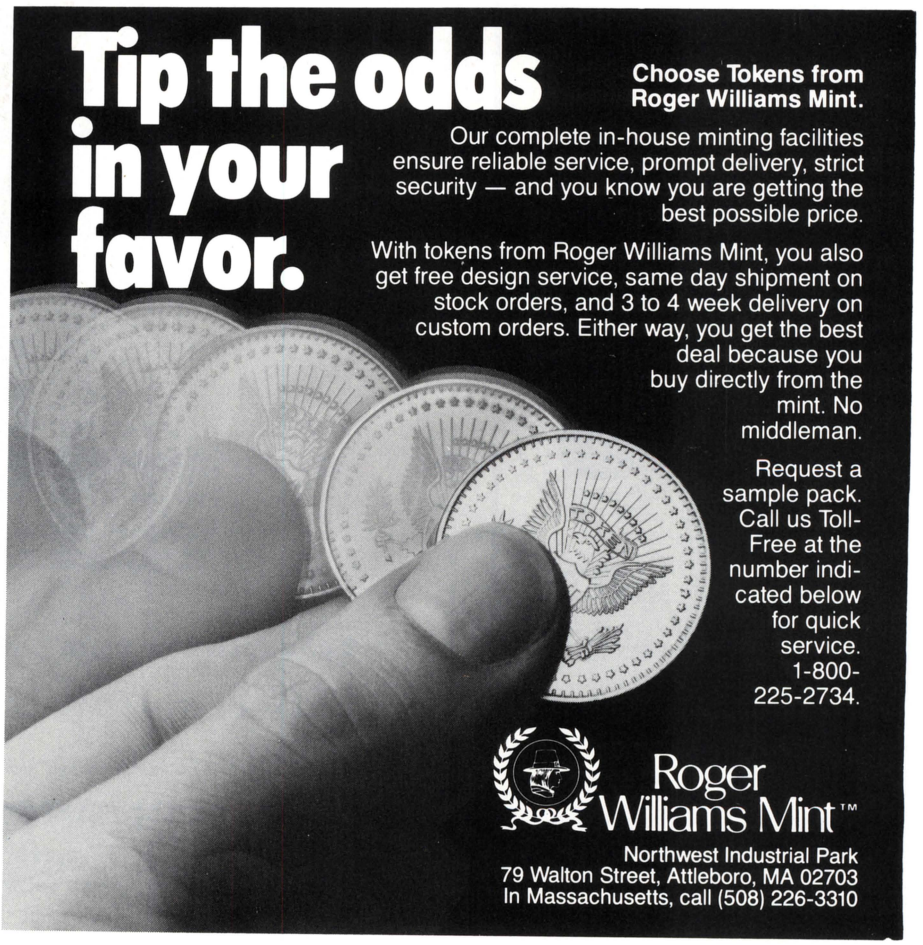
''The movie has put people in a better frame of mind about coin-op,'' he said. ''Most movies show the industry in a bad light, but this one portray's a positive image. That's good.''

Memory Lane Arcade does have more modern games, like three Williams pinball machines. ''No one puts money in old pinball machines, so why have them around,'' Atkinson said. (By the way, he has forsaken the leasing route; he owns his games). And video games are dotted throughout the arcade, in

Antique games, from far left, include the Movie Screen Tests, Peppy the Musical Clown and Play Golf.

A young woman tests her puckering prowess on the Kiss-O-Meter while interested observers look on.

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a nod to the modern age. Yet Atkinson is not without skepticism.

"I'm leery of these modern games," he said. "Some of these new games that are extremely popular in the rest of the country do nothing here, and vice versa. But you have to remember that tourists are our main players. They're non-arcade people. They prefer simpler games, for the most part."

Another factor, one that shouldn't be overlooked, is the basic desire to return to the past: nostalgia lives, says Atkinson.

"People come to Memory Lane because they're coming back to enjoy their childhood; that is, those that had a childhood where there was exposure to arcade games, like a country fair," he observed. "We've gotten some nice compliments; people have compared Memory Lane to the arcade in Disneyworld."

And as for the machines themselves, well, remember the old adage "they don't make 'em like they used to?"

"Everything was built better back then," Atkinson said. "The games are made of real, solid woods, and they're still running good after all these years. And even though antique games don't make as much as video games when new, they consistently make money year after year."

So if you're ever in Frankenmuth, 90 miles north of Detroit, stop in the Memory Lane Arcade for a taste of yesterday. As their motto suggests: "While looking into the future . . . let us not forget the glories of the past."

Gaze into the future with the Mystic Swami.

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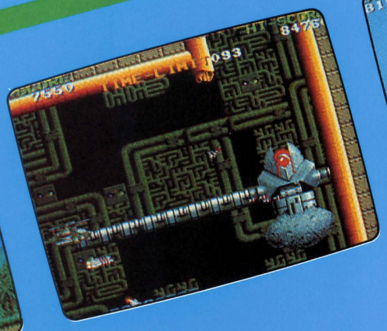

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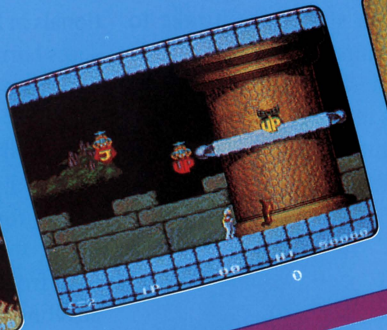

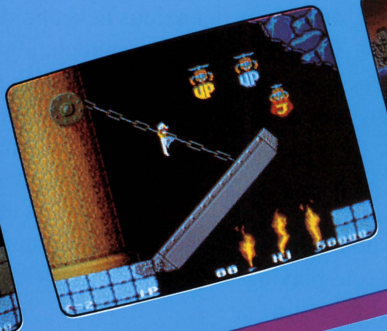

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Fame City has something for everyone

by Bonnie Theard

The front entrance of Fame City.

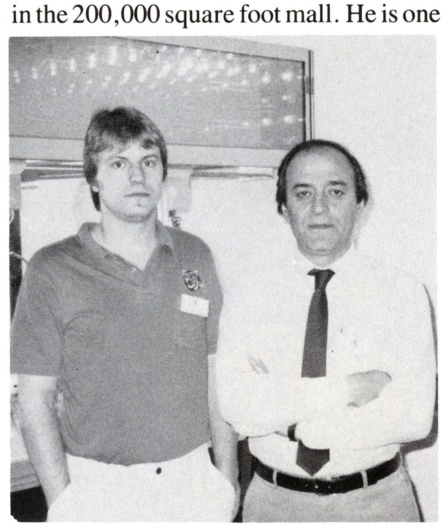
Fame City leaves a lasting impression. Visitors approaching the 20-acre site first see the three towers of the Waterworks waterslide (Big Mo, Little Mo, and Geronimo), then the central building that houses an amazing variety of indoor entertainment.

Here are some of the choices: 160 video and skill games, 40 lane bowling center, Roller City USA roller rink, Lazer Maze, WhirlyBall, Krazy Kars, kiddie rides, SR2 12-passenger flight simulator, and Battle Chambers of Planet Nuon—a totally new concept in space battle role-playing. For good measure, throw in a gift/souvenir shop and all the pizza, chicken, hamburgers, hot dogs, and ice cream your heart could desire.

Sounds great? It is, and there's more. A birthday party room by day converts to a teen disco on weekends. On a good weekend the party room can accommodate up to 1,400 youngsters with back-to-back party hours. A separate lounge area adjacent to the bowling center becomes a second disco, EFX, (for patrons 17 years and older) on Friday and Saturday evenings.

Treasure Island brings the outdoors inside with tree and rope climbing activities, and two 18-hole miniature golf courses accommodate all age players. There are also three cinemas and even a Tiny Town babysitting service. The Fame City redemption center is always busy with anxious ticket holders making selections after accumulating tickets on *Boom Ball, Skee Ball*, and other redemption games.

How much of a staff does it take to organize and administrate a project of this scope? Sid Kooshesh, manager of operations, supervises the day-to-day business in the 200,000 square foot mall. He is one of many staff members whose combined efforts make for a smooth running facility.

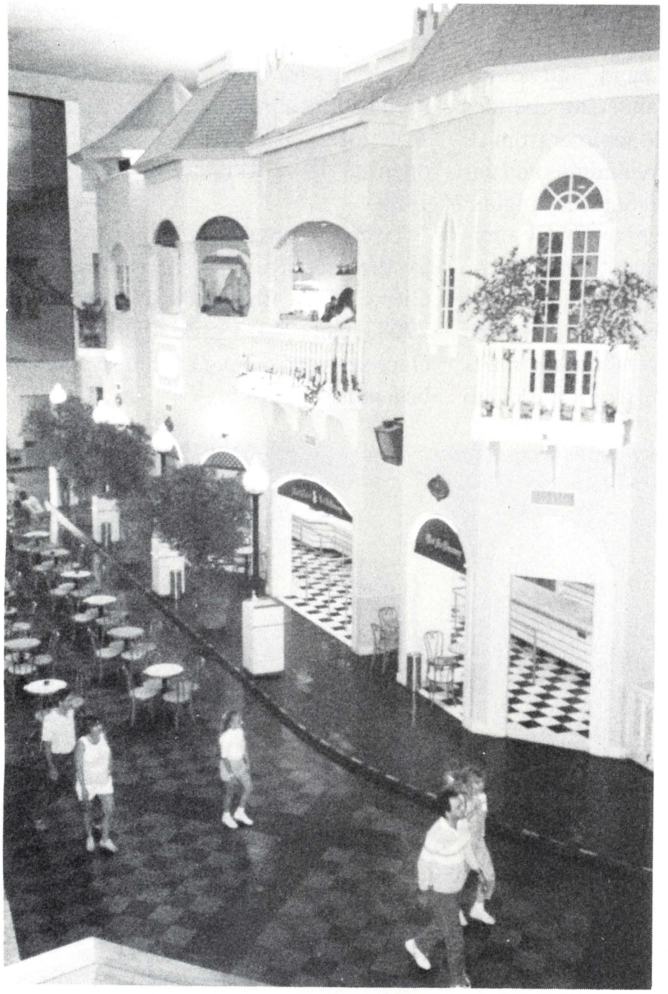


Sid Kooshesh (r), manager of operations, and Eric Smith, special events coordinator.

Bill Arbour is the assistant general manager in charge of operations and Eric Smith is the special events coordinator. Fame City's bowling center hosts PBA tournaments and the air hockey area hosted this year's Spring Air Hockey Nationals in March. A large security team ensures harmony on the grounds at all times. In the summer, at the height of the season, the staff reaches 300. During the off season, the personnel total is about 150.

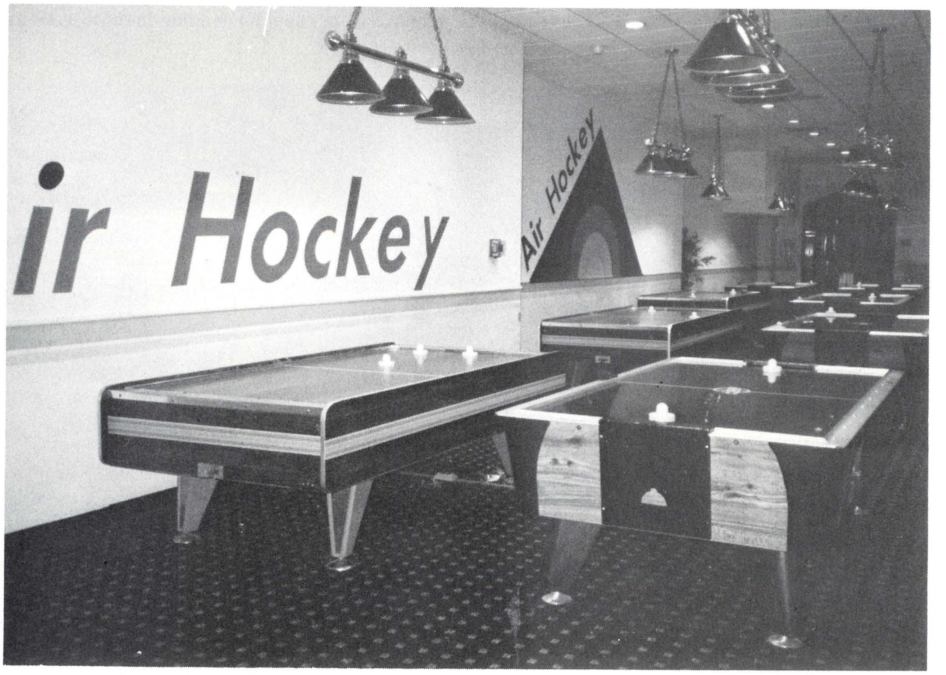
Kooshesh explains that Fame City stands for First Amusement Mall Enterprise. It certainly looks like a shopping mall from the exterior, except that inside, strolling along Main Street Fame City with its buildings within a building architecture, it's a city unto itself. "Fame City is a unique concept," said Kooshesh. "It's not an enlarged arcade, but a true family fun center for year 'round enjoyment."

The concept came from Dari Ansari, a Houston businessman and president of Fame City. He decided to put all the different games and activities together in one entertainment mall. According to Kooshesh, "One of the reasons for our success is that we can operate under any



Main Street Fame City features a food court and gift shop.

Kiddie rides and novelty games are always occupied.



Fame City's eight air hockey tables are located on the second level.

weather conditions. It's one of the privileges we have being inside the mall. Another key is that we have entertainment for every taste in one complex. Everyone is happy and can find something they like to do.''

Visitors come from all over the country and overseas, including Canada, Mexico, England, and France. Kooshesh noted that 80 percent of the business is repeat business. He works with the Texas and Houston tourist bureaus, but most of the business is local.

Fame City celebrated it's second anniversary this summer, offering special promotions in the month of June. Promotions are part of the business. The anniversary promotion was a wristband special with five tags good for five different activities. These were personalized and not transferable. In addition, there was special entertainment every day and drawings for prizes that included bicycles and season passes to the water park.

Inside Fame City, one of the most intriguing activities is the one-of-a-kind Battle Chambers of the Planet Nuon. Designed by Triagen in New York, it invites two teams of three players each to enter individual chambers the size of a phone booth and use the monitor and controls to engage in space battle and attack ammunition target areas. Players communicate with each other from the booths.

''It is similar to Photon,'' said Kooshesh, ''except that everything is enclosed, and all activity occurs on the monitor. There are no risks or chances of injury.''

Kooshesh does all the new equipment buying for Fame City, usually in the spring. His video purchases for this year included *Thunder Blade, Twin Cobra, Xybots, Super Contra, Viper, Vindicators, Shinobi*, and *Silk Worm*, among others.

Because of Fame City's size, Kooshesh needs a large number of filler games as well. ''Filler games make money too,'' he noted. '' We are always adding and upgrading equipment. We cannot afford to fall behind.'' In the kiddie ride area he has recently added five new rides from Ride Dynamics. Five new pinballs were also purchased this year. Kooshesh says the best ever was *Pin Bot* and he has two of those among his 14 pins.

''We have a very interesting mix of customers,'' offered Kooshesh, ''including families, teenagers, and adults. It's working well.'' Fame City operates seven days a week in the summer from 10 a.m. until 11 p.m. on weeknights and until 1 a.m. on Friday and Saturday nights. Off season, the mall opens on Friday afternoon and closes late Sunday evening.

Is there any expansion on the horizon for Fame City? All future Fame Cities will be anchor tenants in major shopping malls and will range in size from 50,000 to 120,000 square feet. Discussions are currently underway with several important developers for sites in the U.S. The first such facility abroad is already under construction in Istanbul, Turkey, and will open its doors to the public in January 1989.

To make plans to visit Fame City and enjoy the full range of activities, write Fame City, 13700 Beechnut, Houston, TX 77083; call (713) 530-7777 or 530-0564. Once seen and enjoyed, a return visit will be a must.

The redemption center is a busy spot for trading-in those well-earned tickets.

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SECRETS OF THE GREAT AMERICAN FUN FACTORY

by Mark C. Gilchrist

If you had to ask Lars Iverson, owner of the Great American Fun Factory in Kissimmee, Fla., what it is that makes his two-year-old redemption-based game room so popular, he should be able to answer you with just one word. But he probably won't.

If you really had to ask him (many, many people have), he might tell you about its location—less than three miles from the entrance to Walt Disney World. He might tell you about the large number of hotel rooms in the area, or he might simply cross his arms over his chest, raise one hand to his chin, and say, "it's what people want."

The one word he'd be looking for, the one word that would obviously explain the reason for the Factory's success, is "quality." Quality from the initial design up to the daily operation. But he doesn't usually offer it is a reason for his success, simply because quality is an inveterate trait of his.

This success story really started in 1985, when the Fun Factory was conceived. At the time, gamerooms and "family entertainment centers" were opening and closing as if they were road shows: in town one week, out the next. It became clear that for a gameroom to survive, it would have to attract people of all ages and show them a good time for their money.

Iverson knew that to attract guests who would also visit Walt Disney World, he would have to create something unique and keep his standards high. He called on an old friend, Bob Minick, who owns a specialized design firm in Dallas. Bob had done work for numerous attractions, including Disney, Six Flags, and Great Adventure, and had earned a solid reputation in the amusement park design field.

Having worked with Lars at Magic Mountain in California, Minick was aware of his client's thirst for quality. "We wanted something that was totally family-oriented, something of a very high caliber . . . in an appealing environment," Minick said recently. His designs were followed almost exactly during construction, and on opening day in May 1986, the Great American Fun Factory showed its guests a fresh and exciting approach to gamerooms.

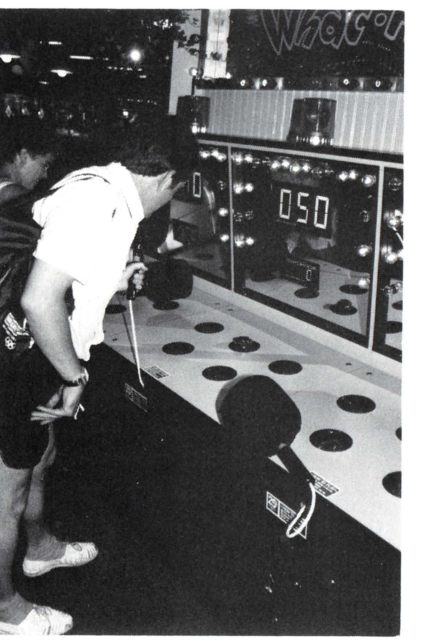
The Factory was designed and constructed with color and design coordination in mind. Many of the larger pieces, like the ten position horse race and the six position *Super Shifter*, are built right into the structure. Potted plants, trees, and special lights are placed throughout the Factory to present a welcome and comfortable atmosphere. Some of the games had to be customized by the manufacturers so they would match the unique color scheme.

Minick explained the reasoning behind these bold moves: "Most people coming to Florida at that time were expecting the state to look like a set from 'Miami Vice,' and of course, very little of Florida is art deco. We tried to treat everything as if it were a set from a TV show. We gave it all the wet-look laminates, pastel colors, and things that were perceived as being the art deco look."

An area of special interest is the 30 foot long redemption counter, designed to look like an exclusive retail store. Located at the main entrance, it features custom-made cabinetry and shelving that encourages imaginative merchandise displays. There are usually over 200 different items in the redemption center, including toys, TVs, VCRs, and outdoor recreation equipment.

The most popular items are the top-quality plush. People of all ages are happy at the redemption counter as children

The Great American Fun Factory attracts customers of all ages with a well designed floor plan offering a good mix of games such as *Whac-A-Mole*, ten position horse race, banks of cranes, and *Tin Can Alley*, among others. Clean, well lighted, and well placed equipment creates an appealing atmosphere for all family members.



inspect the toys and befriend the stuffed animals while parents pore over the electronics, tools, and the many gifts.

On a recent Tuesday night, the Saunders family from Evanston, Ill., had their hands full with a radio, two large plush animals, two small plush, an assortment of toys, and a handful of candy for the ride to the hotel. When asked about their visit, Mrs. Saunders said: "It was fun being able to enjoy ourselves all together, with Julie in her teens and Billy still a little boy . . . they tend to like different things. But we all found something we enjoy here."

It would be a serious mistake to create a place as welcoming as the Great American Fun Factory and not follow through with proper management. With quality in mind here as well, the Fun Factory is kept clean, fresh, and dynamic. Every game, every window, and each of the 6,600 square feet of floor space is cleaned—every day.

Smoking is not allowed, which supports the family atmosphere and makes cleaning easier. The inventory in the redemption area is constantly restocked and changed for variety; games are frequently moved and replaced for the same reason. The constantly changing environment makes returning guests happy and pleases the staff. As employees Ben Hart put it, "He (Iverson) changes things almost constantly. It makes it interesting to work here."

The staff is usually busy, with an average of six members on each shift. Uniform shirts, embroidered with the Great American Fun Factory logo, are issued to the staff members. As you might expect, the shirt style is changed often—three changes in the past two years—to maintain the fresh atmosphere.

Will this trend catch on? Will we see more such custom-made rooms and more Great American Fun Factories? When asked that question, Lars Iverson offers a thoughtful glance and a warm smile, but little more. Rest assured that whenever and wherever he creates another Factory, it will be built on quality.

ASK THE OPERATOR

Question:

What do you feel are the most important factors that go into running a successful arcade?

A **Gary M. Cappetta**
Royal Arcade Inc.
Seaside Heights, N.J.:

I think the most important factors are customer comfort, being sure the customer feels he's getting his money's worth, and obviously, that the customer is enjoying himself. Also, you should have help that attends to their needs.

Physically, the arcade should be attractive and air-conditioned. This adds to the customer's comfort level.

A **Bill Johnson**
Take Five Inc.
Knoxville, Tenn.:

We've got nine arcades, and what we try to do is create a family atmosphere. The arcades are clean, bright, and wide-open, where parents wouldn't mind letting their 7th grade girl go in for a few hours. We love it when the 5th, 6th, and 7th graders come in and spend $10 for two or three hours of playing.

This mixture of having good games and a bright, cheerful atmosphere has made us very successful.

A **D.L. Stringer**
Stringer Amusement Co.
Lucedale, Miss.:

One of the main things is having good, clean equipment. You don't necessarily have to have all of the latest games, though having up-to-date games is helpful. Our games are cleaned and waxed before being transferred to another location.

You also need good supervision, good management. If an arcade doesn't have reliable, capable, and talented people its going to have problems. Arcades and game rooms don't run themselves.

A **Jay Martin**
Great Games
West Columbia, S.C.:

As an operator, I believe having the latest equipment in an arcade is the most important factor. We rotate on a weekly basis to make sure there's something new and different for customers to play. It's expensive in a sense, but it keeps the receipts up.

We operate our machines on quarters, but some find that running specials with tokens is a nice feature. Using free coupons as an incentive to get people in the door is also a good idea, in my opinion.

A **Todd Brown**
Metro Entertainment
Renton, Wash.:

We try to keep a nice, family-type environment; we cater to the families. There are a wide-variety of games for all types of players, and they're kept clean. If a game looks brand new, it gets played more.

It's also important to have someone on hand at all times, to answer questions and help with problems. Having a helpful, friendly staff is necessary.

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Virginia judge sees parallel games as legal

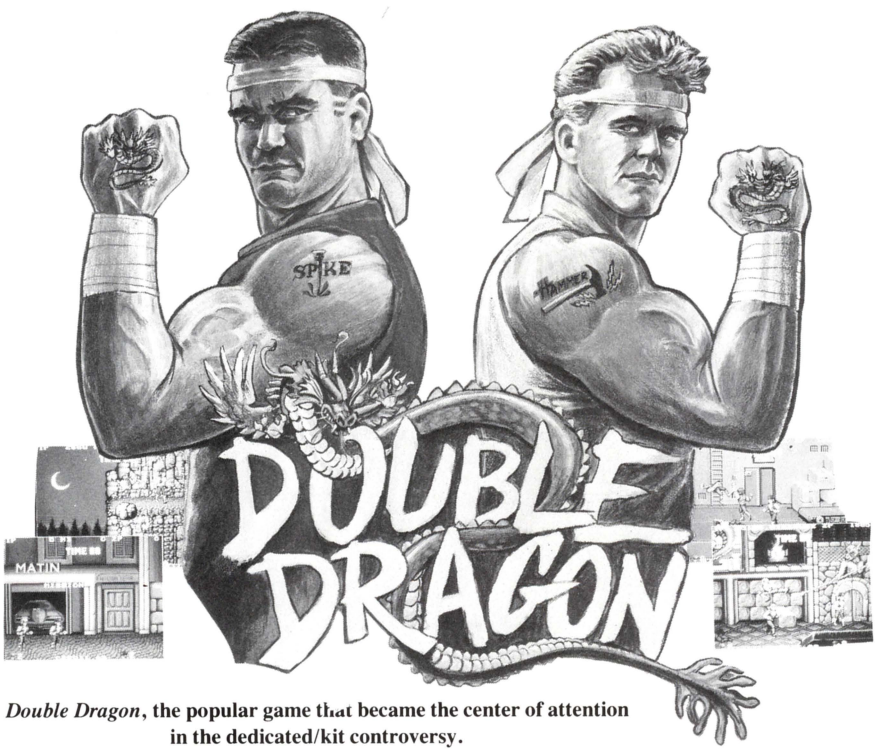
The U.S. District Court in Alexandria, Va., has handed down a long-awaited decision on the parallel court case involving Red Baron and Taito America. The court has held that the importation, use, and resale of parallel *Double Dragon* game boards by Red Baron Companies is legal.

Bill Beckham, president of Red Baron, is pleased at the outcome. "This confirms the belief that many U.S. operators have had for years," said Beckham, "that the proper use of parallel boards is not against the law. It's a shame that it took this lawsuit and so much of the industry's time and money to get the issue out in the open."

larger quantity of games at a greater total profit for the parent company."

He added: "I think the biggest winner is the American player because he will be offered a broader selection of games, and the games he really wants to play will be more readily available."

Frank Ballouz, president of AAMA, said: "We have felt all along that the Copyright Revision Act of 1976 has allowed our members to stop the importation of parallel boards. Although this decision only applies specifically to the Red Baron Companies, *Double Dragon*, and Taito, and is just the opinion of one district court, it does shed new light on the situation. However,



***Double Dragon*, the popular game that became the center of attention in the dedicated/kit controversy.**

Beckham feels the decision is a win-win situation all the way around, and stated: "With the availability of parallel boards, I think the manufacturers will have to re-evaluate their policy of introducing many games in dedicated form in the U.S. that are kit games elsewhere in the world. If the American operator is assured that a supply of good games is coming in kit form, either from his regular distributor or from the parallel market, then he can take the steps to restructure his business in order to take advantage of the situation.

"When this is achieved," added Beckham, "the manufacturers' per unit profit will not be as great, but the increased purchases of games themselves and decreased purchases of additional monitors and cabinets will enable the manufacturers to sell a

because there are contrary decisions by other courts, there is as yet no definitive and final resolution of the issue."

Ballouz stressed the difference between parallel and counterfeit games, saying, "As all parties agree, the intentional use of copy boards is illegal and AAMA continues to be firmly committed to pursue enforcement actions against counterfeit boards as we have done in the past. It will be up to each of our members to evaluate this development and see what ramifications and applications it will have in their particular circumstances."

Taito is still reviewing the entire opinion and legal analysis, in addition to other applicable laws, before deciding on any further course of action.

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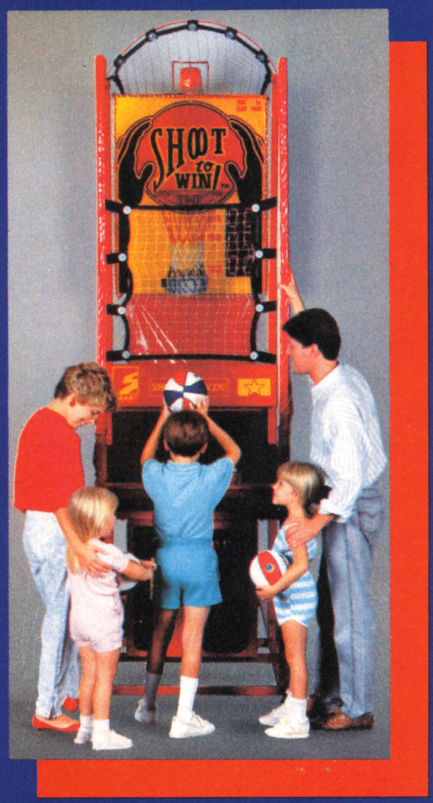

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NEWS FEATURE

Mississippi and operators compromise on card games

A truce appears to have been reached between the Mississippi Attorney General's Office and operators of video card games over the legality of such machines, following a declaratory judgment on Sept. 9 in favor of the operators.

The Mississippi Coin Operators Association (MCOA) filed suit against the state and Attorney General Mike Moore, in response to an attorney general's opinion issued on Aug. 31 declaring card games such as Draw Poker and Blackjack illegal in Mississippi. The state's position was that such machines are gambling devices, per se, while the Mississippi Coin Operators Association (MCOA) contended they are not.

The ruling by Judge L. Breland Hilburn held that "electronic video, coin-operated simulated card games are not illegal gambling devices, per se, and do not fall within the purview of Miss. Code, Section 97337 unless said games are equipped with certain functions." Those functions are a) a reset mechanism that erases accumulated credits or skill points, and b) a bookkeeping function that counts credits or skill points that are erased by the reset mechanism as set forth above.

MCOA President John Bell said, "Simply put, this means you can have a coin-in meter only—no bookkeeping functions at all—for your game to be considered legal. We (MCOA) were contending that all games are not illegal, per se. We feel that both parties won. He (Moore) was right to a certain point, and we were right to a certain point."

Case #36884 was signed by Hilburn, the Attorney General's Office, and an MCOA attorney. Attorney Wayne DeLuca of Pennsylvania was brought in on behalf of the MCOA, as he has worked on similar issues in that state for several years. DeLuca is highly regarded by the Pennsylvania Amusement and Music Machine Association (PAMMA). A deadline of midnight Thursday, Sept. 11, has been set for picking up machines or bringing them up to standard, as outlined by the ruling.

According to Jim Warren, special assistant to Attorney General Mike Moore, the first opinion request (issued Aug. 31) came from Louisa O. Dixon, who is serving as the interim commissioner for the Mississippi Dept. of Public Safety. The agency, in conjunction with various others, had been investigating gambling operations in the state, Warren said. Draw Poker machines were a common sight in many locations.

Two questions needed to be addressed in the opinion's interpretation of the existing state statute for gambling: is this, along with similar machines, a gambling device?; and second, if it is a gambling device under the statute, is it a gambling device, "per se" or on its face? If not, steps would have to be taken to determine whether a particular machine came within the purview of the statute.

The opinion cited the following operational characteristics which, when present, make a machine a gambling device: first, one to several coins are inserted to initiate play, a credit is recorded, a "play/credit" button is pressed to play one or more credits on the next hand or event, and a "draw" button is pressed to replace cards discarded. Winning combinations are awarded a predetermined number of credits.

Second, a "knockoff" switch or feature is used to remove the unused credits from the credit display meter. It is, according to the opinion, designed to allow play to resume after the payoff is made.

Third, the device includes a meter or accounting display which records games displayed, unused credits removed from the credit display meter, and coins inserted.

Finally, and "most importantly" says the opinion, the device is programmed in the manufacturing process to retain a certain percentage of all coins inserted and credits/coins awarded over an extended period of play. A player, regardless of his level of skill or ability, cannot exceed the win ratio or house percentage over an extended period of play, the opinion contends.

In concluding that Draw Poker and similar machines are illegal, the opinion stated: "After the insertion of a coin . . . (it) displays cards or other images on a screen, just as cards are dealt at random in the traditional card game. The element of chance is unmistakable. Furthermore, successful players are awarded a thing of value, i.e., one or more free games or credits. Since all of the elements of gambling are present, we conclude that Draw Poker machines and similar machines are gambling devices within the contemplation of Section 97-33-7."

MCOA representatives spent many long hours with attorneys to determine the proper course of action to take in combating this original opinion.

John Bell

Bell said he appreciates the assistance of every operator in Mississippi who contributed to the litigation, especially Jan and Royce Green; their efforts were instrumental in the outcome, Bell added. "This was a time for all of us to stick together, and we did," he said.

SMS Manufacturing of Lakewood, N.J. was thanked for sending a new *Draw 80* machine air freight overnight in order to show a brand new video poker machine to the court. Bell also acknowledged the assistance of Sal Mirando and Bob Harzer of SMS.

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Air hockey exhibition benefits charity

Dynamo and Bally's Aladdin's Castle at the Redbird Mall in Dallas co-sponsored a charity fund-raiser on July 9 to benefit the Dallas Society for the Prevention of Cruelty to Animals (SPCA). The sport of air hockey and a "Challenge the Champs" exhibition was the catalyst that drew players into the location and donations to the SPCA.

Two-time national air hockey champions Mark Robbins of Dynamo and Robert Hernandez, along with top rated player Mike Schoppe, took on challengers in three hours of competition.

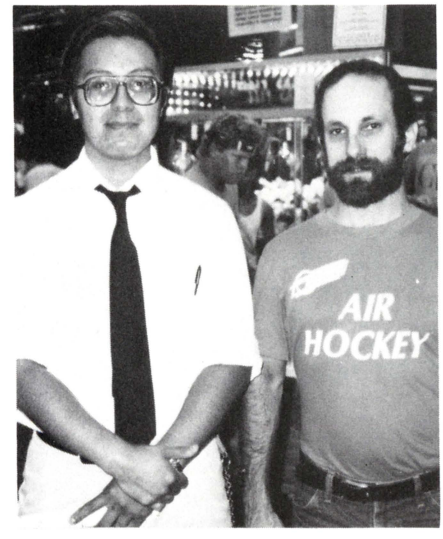
Challengers made a donation to the SPCA and were eligible to receive tokens for points scored. New players picked up game strategies from the veterans and onlookers enjoyed the action.

According to Noel Gonzales, manager of the Dallas Aladdin's Castle, *Dynamo Air Hockey* is popular at the arcade and the exhibition "stirred up and increased the interest. The players have asked us about tournaments and we are planning one for the near future."

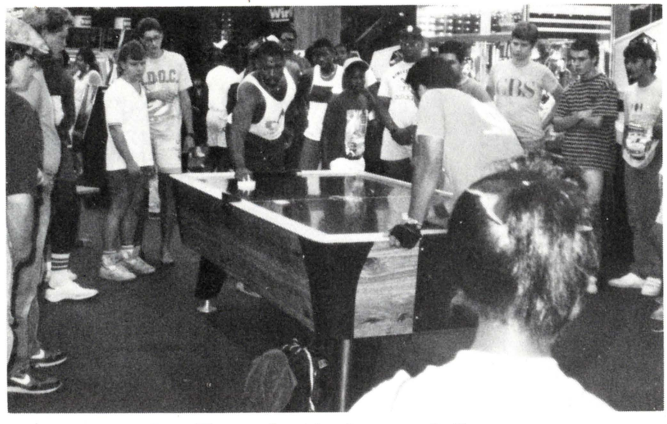
Added Robbins, "Helping a good cause is an excellent way to generate good publicity for your location and coin-op games in general, as well as the particular charity. There are many ways to attract people to a game room for a charity event, and championship air hockey exhibitions work well. The speed and excitement of the game draws spectators; everyone wants to watch or challenge the quickest, skillful players."

For more information on promotions and tournaments, contact Robbins at Dynamo, (800) 527-6054 or (817) 589-7699.

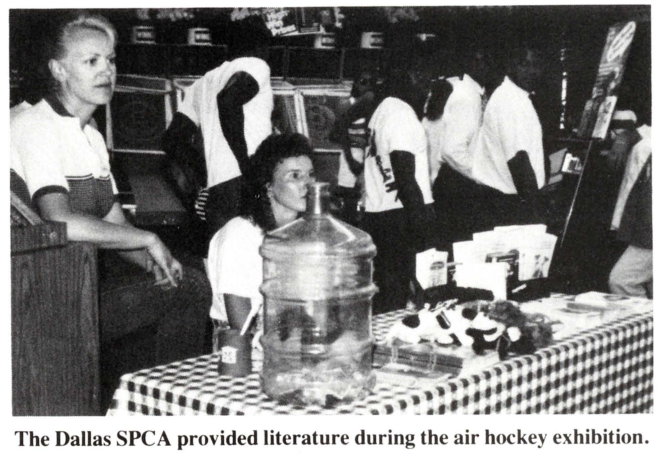
A challenger shakes hands with two-time champion Robert Hernandez.



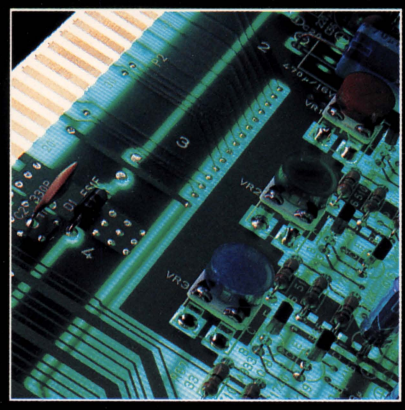
Noel Gonzales (r) of the Dallas Aladdin's Castle, and Mark Robbins of Dynamo.



Robert Hernandez (r) takes on a challenger.



The Dallas SPCA provided literature during the air hockey exhibition.



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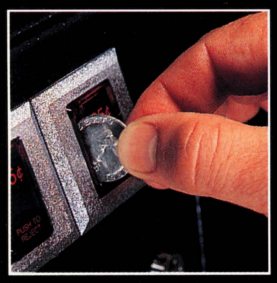

Whether you go with the five-game or the ten-game kit, you're guaranteed sizzling best sellers. Players will be glued to the screen playing top titles like Double Dragon[1], Super Mario Bros. 2™[2], Contra[2], R.B.I. Baseball[3], Gauntlet[4], Mike Tyson's Punch-Out!!®[4], Rad Racer™[5], Kung Fu[6], R.C. Pro-Am™[7], Track & Field[8]. And with over 25 games available in our current library, you can change games to keep the action fresh, the interest up, and the cash flowing.

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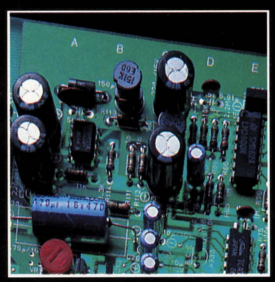

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NEWS

Canadian companies plead guilty to fraud

Passage of a new Canadian copyright law is having immediate impact on cases involving counterfeit video games. Three Canadian companies pled guilty on August 16 to violating Canadian fraud statutes for selling counterfeit video games in Canada and the U.S.

Poara Enterprises, Fugi Electronix, and S.L. Video Enterprises, located in Ontario, Canada, pled guilty before District Court Judge Patricia German in Toronto. Judge German fined Poara Enterprises $10,000, Fugi Electronix $7,500, and S.L. Video Enterprises $5,000.

Previously, a fourth defendant, Romar Conversion Systems, also pled guilty to one count of violating the Canadian fraud statute on July 7 in Toronto, Ontario. Romar was fined $2,500. Poara pled guilty to 20 counts, Fugi Electronix to five counts, and S.L. Video Enterprises to 17 counts of violating Canadian fraud statutes.

Rick Libman, Crown Attorney in the Province of Ontario, who handled the prosecution of this case, stated it was the first time individuals have been found guilty criminally in Canada for distributing counterfeit video games.

The American Amusement Machine Association (AAMA) pledges to continue working with Canadian authorities regarding other individuals who are in violation of the new Canadian copyright law.

AMOA Expo events are taking shape

All 492 booths have been sold out for AMOA Expo '88, the most important industry trade show of the year (Nov. 3-5), according to AMOA's Fred Newton. Other events have been planned for the three-day expo, apart from the action on the floor.

Expo '88 will kick-off the first National Jukebox Month this November, as well as several activities for the jukebox's 100th anniversary in 1989. There are also plans for a special "Jukebox Row" on the exhibit floor, featuring jukebox manufacturers and other music-related exhibitors.

Newton added that only a small number of votes are needed to pass House Joint Resolution #446, which would proclaim a "National Jukebox Week; the rest of the necessary 218 co-sponsors were expected to sign-on in September.

"The Way We Wore," a nostalgic fashion presentation by vintage clothing expert Pat Stark, will be held in conjunction with a spouses' lunch on Friday, Nov. 4.

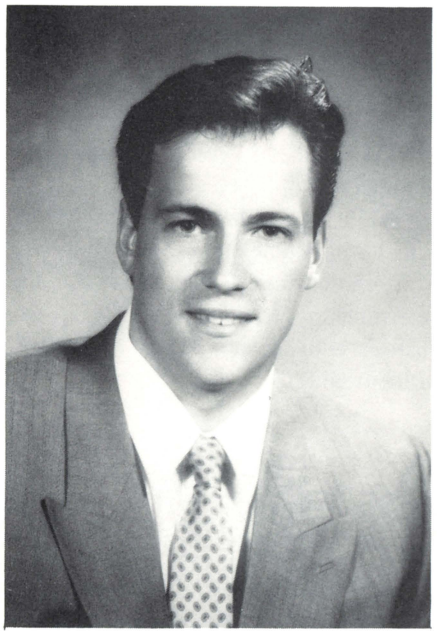
Tentatively scheduled educational workshops and seminars include: an operators' panel on cranes, a manufacturers' forum, dart leagues, cigarette vending, an operators' panel on maximizing jukebox income, a business-oriented workshop for small operators, improving games income, and several technical seminars.

Finally, the Expo '88 Awards Banquet and Stage Show will be held Friday night, Nov. 4, in the ballroom of the Marriott Hotel on Michigan Ave. The gala celebration is a salute to the jukebox, featuring entertainment from Chubby Checker and other celebrities. Special honors and awards will also be presented.

Bolger named sales manager for Bally

With the acquisition of Bally signed and sealed, Williams Electronics Games, Inc. has announced the appointment of Ronald Bolger to the position of sales manager for the Bally product line. He has been with Bally for over eight years in product management, overseeing the pinball and video game lines.

"We're pleased to have Ron aboard in this important sales capacity," said Joe Dillon, corporate director of sales and marketing. "He knows pinball and he knows video. His professionalism and enthusiasm will make him a strong, integral part of our team."



Ronald Bolger

In other news, WMS announced that it has changed its fiscal year end from Sept. 30 to June 30. Results for the period ended June 30, 1988 were released in September.

The Valley Co. changes its name

Reflecting its expanded marketing focus, The Valley Co. has changed its corporate name and identity: the Bay City, Mich., company will now be known as Valley Recreation Products, Inc., a subsidiary of Hanson Industries.

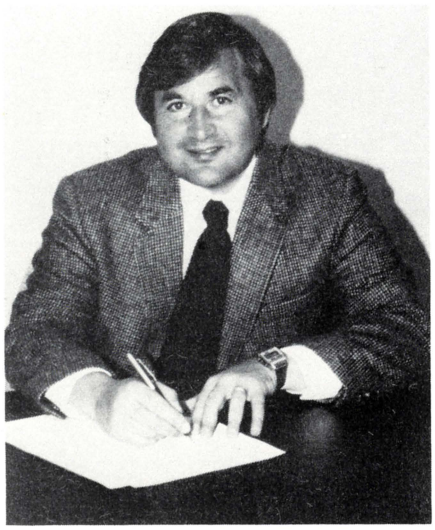
The global headquarters will remain in Bay City, with the electronics division in Sycamore, Ill., and the specialty wood products division in Shakopee, Minn.

"This new name, we think, describes more accurately the business we are in," said Charles P. Milhem, Valley president. "People have always associated the name 'Valley' with coin-operated pool tables, which is natural because we are the world's largest manufacturer of such tables.

"But now, with our line of *Cougar Darts* and *Royal Darts* electronic games, we're so much more," he continued. "Our name now tells people that we are in the recreation products business, with every expectation that we will continue to grow in that field."

A new corporate identity program is being developed to convey the new name and image of the company. The program will include product identity, signage, and stationary.

"While pool tables and electronic dart games will still be our strength, our new name and corporate identity say we are determined to grow and provide our industries with the products they need," Milhem said.



Art Warner

Industry veterans start Coin Concepts

Industry veterans Art Warner, Richard Silverman, and Wylie Irwin have started their own company, Coin Concepts, Inc., that will introduce a product line of amusement and redemption merchandising equipment this fall.

Coin Concepts will be exhibiting at upcoming industry events including the Amusement and Music Operators Association (AMOA) Expo '88 in Chicago, the Smoky Mountain Gift Show in Gatlinburg, Tenn., the International Association of Amusement Parks and Attractions (IAAPA) Convention and Trade Show in Dallas, and the American Coin Machine Exposition (ACME) in Reno, Nev., in 1989.

Officers of the new company are: Art Warner, president; Richard Silverman, vice president; Wylie Irwin, secretary/treasurer; and Rhonda Fletcher, office manager. The combined talents and years of experience each officer brings to the company will hold them in good stead.

To contact any of the principals or to obtain product information, write Coin Concepts, Inc., 12 Edgeboro Road, Unit 4, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009.

NSM introduces new CD system

NSM Apparatebau, a German phonograph manufacturer, announced the introduction of its own design for a CD/CD single/CD video changer. The system will be very flexible as to the number of CDs to be offered, since it is based on a component concept allowing the use of up to 50 or a multiple of 50 discs per machine.

Along with this mechanism, NSM will launch a contemporary design for the top-of-the-line coin-op phonograph. NSM plans to be ready for shipment later in the year. New models can be viewed at the AMOA Expo in Chicago.

The company will offer their new CD phonograph with only a moderate price increase compared to their vinyl phonograph line, which they will continue to produce. The company recently introduced its CD combination model to the U.S. market.

Loewen-America, Inc. is NSM's exclusive distributor to the U.S.

LAMOA battles rise in license fees

The Louisiana Amusement and Music Operators Association (LAMOA) is pushing for passage of a state law that would limit the license fees on certain categories of amusement machines. But its efforts have been put "on hold," said Brenda Lollar of LAMOA, until the Legislature reconvenes in an October special session.

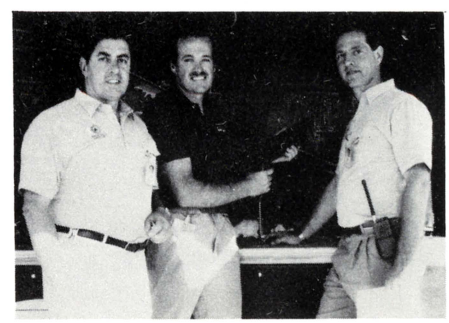
In many areas of the state, licenses on jukeboxes, kiddie rides, and other coin-op equipment went from $10 to $50, which was the maximum allowed in Louisiana.

Legislator Emile "Pepe" Bruneau had introduced a bill favorable to the association in April, attempting to lower the fees and change the long-standing seizure and forfeiture law. LAMOA President David Goudeau, LAMOA Director Chris Kanelakis, and distributor Bob Nims all testified before House and Senate committees.

The bill was adopted by wide margins in both bodies, yet Gov. Buddy Roemer vetoed the bill. Hope is running high that the veto could be overridden when the Legislature meets during the first week of October.

Seninsky joins Snyders's firm

Frank "The Crank" Seninsky, president of Alpha Omega Amusements in N. J., has become a special projects associate with Bob Snyder and Associates, Inc., a games and gambling consulting firm. This comes after a meeting of the two in California to discuss ways to integrate each other's expertise.



From left: Bob Snyder of Bob Snyder and Associates, Mark Kelly of Tri-Kel Enterprises, and Frank Seninsky of Alpha-Omega Amusements.

"Frank's expertise in arcade and product review from an operator's view, and his experience in route consultation, will greatly enhance the depth of our services," Snyder said. "Incorporating his knowledge and expertise together with ours will be highly beneficial to manufacturers, distributors, and operators alike."

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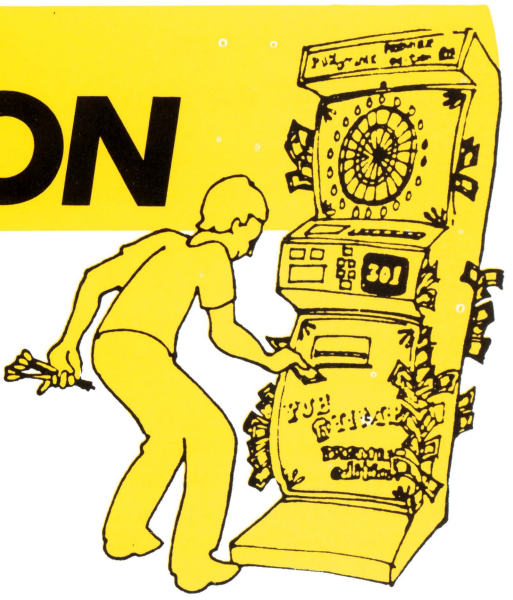

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Snyder and Seninsky also met recently with Mark Kelly of Tri-Kel Enterprises in Pleasanton, Calif., to exchange views about the *Lazer-Tron* game, which Tri-Kel manufactures.

51 Exhibitors join JAMMA Show

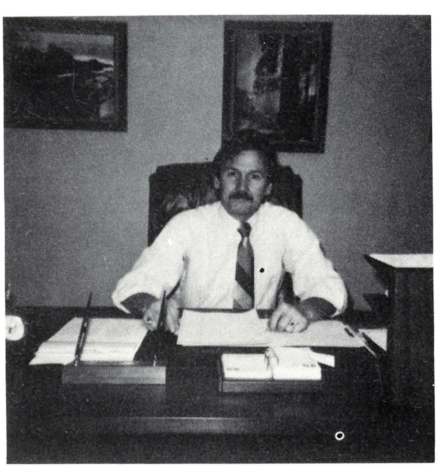
Fifty-one firms have secured 496 booths for the 1988 JAMMA (Japan Amusement Machinery Manufacturers Association) Show, which will be held in Tokyo on Oct. 5-6 at the Tokyo Ryutsu Center. The number of exhibitors dropped by five firms compared to last year; the amount of exhibition space remains the same.

On Oct. 4, the day before the show begins, an international conference will be held jointly between JAMMA and AAMA (American Amusement Machine Association). Protecting video game rights is the scheduled topic. A membership party will be held at the Hotel Okura on the night of Oct. 5.

C.A. Robinson promotes Tomei

Long-time C.A. Robinson employee James Tomei has been promoted to manage the company's San Francisco branch office. He began his career at C.A. Robinson's Los Angeles office 15 years ago and has worked his way up through each facet of the company.

Tomei recalls the early days, calling the late Al Bettelman his mentor. "Mr. B was a great man," Tomei recollected. "He had a gift which made people want to do the best for the company as well as themselves. That was then, but now the continuing success C.A. Robinson and Co. has been able to achieve is due to the tireless efforts put forth by both Ira and Sandy Bettelman (with a touch of elegance by Leah Bettelman)."



James Tomei

In conclusion, Tomei said: "A great opportunity has been offered to me, and I deeply appreciate their confidence in my ability. We have a great group of people here. With their continued efforts we will succeed in making C.A. Robinson and Co. a strong presence in this industry."

American Vending Sales picks Sharps

American Vending Sales of Wood Dale, Ill., has appointed Ivan Sharps to the position of general manager, vending division. He brings over 30 years of experience in the vending industry to American Vending Sales.

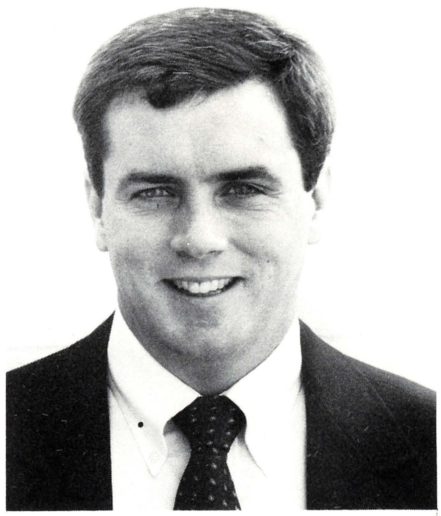
Sharps was most recently the director of marketing for Rowe International (central region). Prior to that, he was vice president of sales for Coffee-Mat Corp.

"He has a wide range of experience and excellent credentials for this position, and we are most pleased to make this appointment," said Frank Gumma, Sr., president of American Vending Sales. "In addition to sales responsibilities, he will be assisting in other areas of our vending division."

Ted Bachman joins Vari-Tech

Vari-Tech Co. of Grand Rapids, Mich., announced the acquisition of Bachman Enterprises and the subsequent employment of Ted Bachman as Product Development Specialist. He has over 13 years of experience in the industry, including the invention of the Accu-Stak Currency Storage System.

Bachman is also credited with designing and building the coin-operated, remote-control boat system currently in use at one of the country's largest amusement parks. His responsibilities at Vari-Tech are described as "the refinement of existing products and the creation and design of new products."



Ted Bachman

Music industry forms association

The music industry gave birth to a new organization in July: the Music Video Association (MVA). It's purpose is two-pronged, according to Michael Reinert, director of business affairs for Rowe International and MVA treasurer.

"The first is to have a conduit of information among music video professionals, to share, without the competition factor, information useful to all of us," he said. "The second purpose is to educate, so to speak, the rest of the music industry as to the true role music video plays in the business, especially from a commercial point of view. It impacts concert attendance, record sales, and new artist exposure."

Membership in the MVA is open to record companies, production companies, VJs, or anyone whose business is centered around music video, Reinert said. Every member has one vote; the size of the entity has no bearing. So far, Reinert added, the MVA is in its organizational stage, with 75-100 entities already joined as members.

The co-chairmen are Michelle Peacock, national director of video promotions for Capitol Records, and Steve Schnur, who

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Looking for adventure? There's plenty of action and intrigue to be found in **Devastators!** Go into battle in a combat-ready condition. At the start of the game, the players parachute into the desert to begin their first mission.

The players are armed with machine guns and a limited supply of hand grenades. By destroying certain enemies, they can obtain more firepower—extra grenades as well as bazookas. Bazookas are used to blow up large enemy objects only when the red or blue cursor appears on screen.

Prepare to face enemies in every setting—the game takes the players through the desert, forest, airport, sea, and other settings. The players are involved in 7 covert operations:

1) Battle enemy soldiers in the heat of the desert until the enemy's ammunition base is reached and destroyed.
2) Sneak into the enemy's airport and steal their new high-tech jet.
3) Rescue the prisoners who are held captive deep in the forest.
4) Weaken the enemies by cutting off their communication facilities.
5) Swim across the ocean, shooting at adversaries and ships until the enemy's battleship is found and sunk.
6) Seek out and annihilate the enemy base.
7) At the embassy, fight the enemies in order to overthrow the government and save the ambassador.

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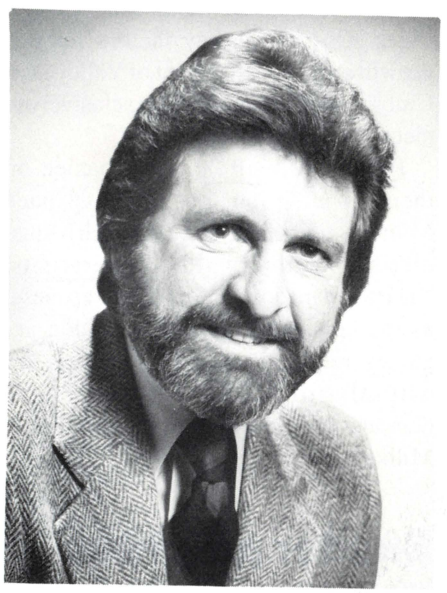
holds the same title for Elektra Records. The MVA is a non-profit trade association.

Reinert said the MVA's next major meeting will take place on Nov. 11, during the 2nd Annual American Video Conference (Nov. 10-13). The agenda for 1989 will be decided at the meeting, he said.

Campbell joins C.A. Robinson

Furthering its efforts to better serve its customers, C.A. Robinson and Co. has hired Tom Campbell to work in amusement sales in the San Francisco branch.



Tom Campbell

Ironically, Campbell's coin-op career began in San Francisco 15 years ago, where he worked for an operator. He moved into distributing at Advance Automatic Sales and remained after Bally's purchase of the company.

In 1980, Campbell moved to the Midwest and took a job with Stern. However, he began to miss California; in 1983, Campbell returned there to take a position with Cinematronics. He's also worked with Status Games and Memetron with good friend Larry Seigel.

"I love this industry and didn't want to leave it," Campbell said. "Working with Ira and Sandy Bettelman is a once-in-a-lifetime opportunity. I wanted to work for a company that has a successful future, and I know C.A. Robinson is one of those companies."

Sandy Bettelman said: "We feel fortunate to have Tom as a member of our team here at C.A. Robinson. He has worked in the San Francisco area and knows the customers. I'm sure they will be glad to be working with an old friend."

Bullshooter IV dart tourney gearing up

Arachnid Inc.'s Bullshooter IV, $125,000 English Mark Darts World Challenge of Champions is being touted as "the largest, most extensive promotion in the history of plastic-tip darts." Qualifying tournaments will be held all over the world between now and the 4th Annual Memorial Day Finals on May 27-29.

Prize money of $35,000 is at stake in the finals, distributed through eight events. Those finishing through 24th place in each event will be paid.

Operators play a major role in the Bullshooter tournament. They will be able to qualify local league players into the $35,000 finals by awarding certificates to outstanding league players.

Operators who are members of the English Mark Darts International Association may purchase qualifying kits, which contain certificates, colorful location posters, hotel information, and an informative packet of rules and guidelines for setting up an English Mark Darts league program.

For more information, call Arachnid Inc. at (800) 435-8319; in Illinois call (815) 654-0212.

IntelliCreations has Hawaiian giveaway

IntelliCreations of Chatsworth, Calif., announces a Hawaiian sweepstakes to promote its computer game *The Hunt For Red October*, based on the best-selling novel by Tom Clancy.

The sweepstakes officially began on Sept. 15. Each sweepstakes winner receives round-trip airfare for two to Kona, Hawaii, three days and four nights at the Hotel King Kamahameha, and a free rental car supplied by Dollar-Rent-A-Car Hawaii. The highlight of the trip is a half-day tour on a fully-operational submarine, courtesy of Atlantis Submarine.

The promotion is built around point-of-purchase counter-card displays, posters, and full-page color advertising. Official entry forms are available inside *Hunt For Red October* game boxes, attached to counter-card displays, or directly from Datasoft. No purchase is required; entries must be received by Feb. 28, 1989.

Mawdsley named 1988 Man of Year

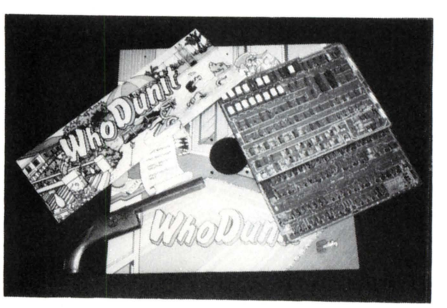
Russ Mawdsley, president of Russell-Hall Inc., has been named the 1988 Man of the Year by the Coin Machine Industries Association (CMIA) of New England. He received the honor at a dinner/dance on Sept.22 in Needham, Mass.

Mawdsley is a past president of the AMOA and the Connecticut Valley Music Operators Association. He has served on the board of directors and committees of the CMIA and the Massachusetts Automatic Merchandising Council.

Exidy offers board exchange

Exidy has introduced a new board exchange policy designed to help distributors and operators.

With this policy, the distributor makes the sale of the Exidy gun game *Who Dunit* in either dedicated or kit form. The operator can try a new game without giving up the longevity of his other Exidy games like *Crossbow* or *Cheyenne*, and can always convert back for $195 with the



***Who Dunit* kit.**

certificate and security tag included in the new game.

The certificate reads: "This certificate gives the bearer the right to exchange this PCB for any previous Exidy manufactured shooting game (*Crossbow, Cheyenne, Combat, Crackshot, Chiller, Clay Pigeon,* or *Hit & Miss*) for a fee of $195. Included in the kit is the logo plex, control panel overlay, and the exchange PCB set. Offer expires January 1, 1989."

Askvig joins Arachnid staff

Arachnid, Inc. has added Einar Askvig to its management department as manager director of Arachnid's European operations. He spent five years as an international lawyer before joining Bally Manufacturing in 1980 as director for European marketing and management.

Einar Askvig

Following Bally's reorganization in Europe in 1985, Askvig discontinued his representation and joined Arachnid to promote English Mark Darts in the European market. Askvig was born and raised in Norway; he now resides in Belgium with his wife and son.

This marks the opening of Arachnid's office to centralize European operations.

Diebold machines enter supermarkets

Twelve Diebold, Inc. video dispensing machines have been installed in Giant Food Markets throughout the Binghamton, N.Y. area by 1st Choice Video Corp. of Ithaca, N.Y., in an effort to expand its videocassette distributor business to the supermarket industry.

Customers of 12 Giant Food Markets can now rent, return, or purchase prerecorded videocassettes with their credit cards from *The Movie Machine*, which holds nearly 400 videocassettes. 1st Choice Video is stocking all videocassettes, and Diebold is operating and servicing the network of machines.

"Diebold's thorough knowledge of self-service automation systems and what retailers expect in this area will help us expand our business into the supermarket industry," said Robert O'Malley, president of 1st Choice Video. It operates videorack systems in hotels throughout upper New York, Pennsylvania, and parts of New England. "*The Movie Machine* is an excellent way to provide customers with video rental in a variety of locations, including supermarkets and hotels."

In other news concerning Diebold, the corporation announced that it has agreed to an initial order for 10 video dispensing machines from Super Video, Inc. of Newton, Mass. The machines will be stocked by Super Video and supported by their host computer site in Newton. Diebold will install and service the dispensing machines using its nationwide service network.

Zenith orders 500 Seeburgs

Zenith Vending of Chicago has entered into a lease/purchase agreement with Seeburg for 500 all-CD jukeboxes, according to Jim Contis of Zenith.

Installation of Seeburg's CD *LaserMusic*, including speakers, discs, and other accessories, has already begun through its Apex Music subsidiary. In addition to technical and promotional assistance, Seeburg is assisting Apex in disposing its 45 rpm jukeboxes.

This is the largest lease completed under Seeburg's new $30 million operator lease program, which was announced in July. The 500 jukeboxes will be placed in locations over the next 24 months—about five each week.

Valley Team USA on tour in Japan

Valley Recreation Products Inc. (formerly The Valley Co.) is sending its Team USA dart champions to Japan on Oct. 8 for a series of challenge matches and exhibitions.

The team—Bruce Holmes, Colleen Washburn, Terry Mutton, and captain Carol Johnson—won Valley's Second Annual World's Dart Championships in Las Vegas last March.

The first *Royal Darts* electronic dart machines arrived in Japan a little more than a year ago. Through the promotional efforts of Takagi Kogyo and its president, Toshio Shimizu, hundreds of these machines have been installed in the major cities. One of the key factors for this growth is the establishment of Valley Dart Clubs, which are dedicated exclusively to electronic darts.

Team USA will be accompanied on their Japanese tour by Valley's Chuck Milhem, president, and James Griffiths, director of international operations. "Darts are made to order for the Japanese, as the concentration and precision accuracy required to achieve success are natural attributes that they have demonstrated in other sports activities," Milhem said.

Snyder provides tips on cranes

Bob Snyder, president of Bob Snyder and Associates, recently provided southern California operators, distributors, and manufacturers with information on the proper operation of cranes.

About 75 attendees heard Snyder stress

Bob Snyder answers questions during a seminar on the plush industry.

the importance of daily maintenance for all game products. This included checking crane packs, constant documentation, and routine checks to insure that all mechanical components are working properly.

Bob Snyder with Bill and Rosanna Harris of Royal Bell Ltd. at the Royal Bell showroom in Aravada, Colo.

Snyder was an attendee himself at a recent open house, hosted by Royal Bell Ltd. of Colorado. It was held to celebrate the passage of Colorado House Bill #1100, which allows residents of Colorado to own and collect vintage slot machines 25 years or older. The bill also allows for the establishment of businesses that will restore vintage slot machines.

Shaffer Distributing promotes two

Shaffer Distributing Co. of Columbus, Ohio, has promoted Terry Hubell to parts manager and Ted Wolford to assistant parts manager.

Hubell has more than seven years of experience in the parts department at Shaffer. Wolford has been with Shaffer for four years and has experience in shipping, receiving, counter sales, and phone sales.

Quality Plush opens merchandise firm

Quality Plush of Metairie, La., recently entered into the plush business and started its own manufacturing firm. Prior to this, owners Henry Waechter and George Snyder operated several skill cranes, leading them to realize the need for a competitive plush skill crane operation.

The growing company presently ships out about 600 pre-packs a month, in addition to a large variety of promotional animals. In order for a crane operator to succeed, Waechter says, what is needed is at least 12 to 15 suppliers with constant changes in plush animal stock.

While attending wholesale shows, members of the firm seek out seasonal merchandise that may go over well. Quality Plush also tests larger items in its own cranes to assure that the animals are not too big to be removed from the machines. Operators shouldn't be afraid of using smaller merchandise if it's done correctly, Waechter added.

He believes operators can achieve maximum benefits if they focus on the location of the unit, the cost of the plush, and how to properly stock a skill crane. To keep consumer interest at a peak, Waechter said, the animals should be changed at least once a month.

For more information, contact Quality Plush, 3623 Airline Hwy., Metairie, LA 70001; (800) 458-4354.

United Amusements has cabinet meeting

Los Angeles-based United Amusements recently sponsored a universal cabinet meeting in San Diego, with operators from around the country turning out to look at UA's new cabinet. Also on hand was a Pacific Coast Games cabinet, a Snyder cabinet, M.H. Associates' newest cabinet, and a cabinet made by one of the operators attending from Utah.

"I am extremely pleased that so many operators turned out for this meeting; I believe there is a sincere interest and concern about the availability of cabinets on the market," said Brad Brown of UA. "We decided to make our own, not because we wanted to be in the manufacturing business, but because there weren't any manufacturers that were making anything up to our quality and styling standards.

"Up until now, we have been using PCG's cabinet, which has faithfully worked well for us," he continued. "We just wanted something designed more in tune with the 1990s. All of the other cabinets here except for the one from Utah are conventional looking; they look the same as they did in the late 1970s and early 1980s. We specifically wanted to bring in something special to our accounts that had immediate appeal and style."

For more information about UA cabinets, write United Amusements, 1975 Riverside Dr., Los Angeles, CA 90039; (800) 722-8258.

Horan signs on with U.S. Games

U.S. Games President Michael Pace announced that Mike Horan has joined the Atlanta-based game manufacturer as vice president of marketing. He moves to his new position from Kramer Manufacturing, where he had been Southeastern regional sales manager for the past two years.

"Mike Horan is one of the most respected sales representatives in the industry because of his professional and diligent manner in dealing with his business associates," Pace said. "We are proud to announce his alliance with U.S. Games and look forward to the impact he will have on our effort to continue to expand the awareness and penetration of our coin-operated products."

Mike Horan

Nostalgia fashion show highlights ladies program

by Pat Bohrer

I'd like to cordially invite all spouses to attend an excellent "nostalgia" fashion presentation planned for AMOA Expo '88, set for Nov. 3-5 in Chicago.

Themed "The Way We Wore," the fashion show features renowned clothing expert Pat Stark of Rockford, Ill. She will share her collection of authentic vintage clothing at a spouses' lunch on Friday, Nov. 4. It's particularly timely with the jukebox's 100th anniversary right around the corner in 1989.

Using live models, Pat presents each era's clothing in an entertaining and educational manner during this very unique fashion show. The authentic vintage clothing dates from the early 19th century to the present and reflects our changing history and social customs. From Victorian and Edwardian England to the Roaring Twenties and the Great Depression, I know you'll find Pat's presentation exciting.

The lunch (with a $5 donation that goes to a worthy cause, AMOA's Hesch Scholarship Fund) also gives you an opportunity to visit with old friends and strike up new acquaintances. So be sure to sign up on the Expo '88 registration form or on-site in the registration area.

I'd also like to remind all spouses about our traditional welcoming hospitality. It will be held on the morning of Thursday, Nov. 3 at—where else—but the President's Suite in the Hyatt Regency. Feel free to stop by anytime between 8 and 11 a.m. for a cup of coffee or tea and a good, old-fashioned AMOA "hello."

And with all the special jukebox activities (including jukebox historian Charley Hummel, "Jukebox Row" in the exhibit hall, and a "Salute to the Jukebox" stage show and banquet), this may be one of the most exciting Expo's ever. I hope you take time out of the hustle and bustle to share a few hours with us at Thursday's hospitality and Friday's lunch and nostalgia fashion presentation. See you in November!

(Pat Bohrer is the wife of AMOA President Wally Bohrer.)

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In Chicago November 7-11

The Arcade School is a practical, no-nonsense look at how video games work and how to repair them when they don't. No previous knowledge of electronics is required. In fact . . . if you are already doing most of your own electronic repair (power supplies, monitors, etc.) this class is not for you! But if you are tired of having to send your repairs to someone else, then this is where you should be during the week immediately following the AMOA Expo in Chicago.

The five day class covers diodes, transistors, power supplies, monitors, cross referencing semiconductor replacement parts, using the digital multimeter, conversions, and much, much more.

The class will be taught by Randy Fromm. Due to a limited class size, reservations will be handled on a first come, first served basis. To make a reservation, send a $100.00 deposit to:

Randy Fromm
7960 Culowee Street
La Mesa, CA 92041
(619) 697-4035

Total tuition of $500.00 includes all classroom materials and texts.

RANDY FROMM'S ARCADE SCHOOLS

BullShooter IV regionals start in Illinois

The first qualifying regional for Arachnid's $125,000 Bullshooter IV World Challenge of Champions dart championship tour got underway on Aug. 27-28 in Springfield, Ill. The eight-event regional, held in the Coliseum Room of the Hilton Hotel, used 40 new *Super 6 Plus* English Mark Darts games; it was co-sponsored by American Vending and Worldwide Distributing.

Dan Saros of Mishawaka, Ind., became the Midwestern Pro Singles Champion after winning the 301 Doubles In/Doubles Out event. The Women's Singles Championship went to Carol Wilke of Hebron, Ill.; she also paired with Karen Karpavicius of McHenry, Ill., in winning the Women's Doubles.

Bill Cantrell of Cary, Ill., and Joe Beecroft of Algonquin, Ill., teamed in capturing the Open Double Championship from Lloyd Higgins and Dave Hunt, who currently rank third in the world. Lloyd finished out the weekend by taking first place in Cricket Singles.

Todd McKenzie won the 501 Open Singles event, while LeAnn Durbin of E. Peoria, Ill., teamed with Peoria's Chip Caudell for the victory in Mixed Doubles 701; Rick and Cathy Perot dominated Mixed Cricket.

The top three places in each of the eight events were awarded qualifying certificates, giving them entry into the Bullshooter IV finals in Chicago on Memorial Day weekend in May, 1989. They also received plaques and prize money for their efforts.

Fifteen more $5,000 qualifying regionals are planned for the Bullshooter IV tour. A total of $35,000 will be awarded at the finals in the form of 264 guaranteed cash prizes. An estimated 6,500 of the world's top dart players are expected to compete in the finals.

Call Arachnid, Inc. at (800) 435-8310 or (815) 654-0212 in Illinois for more information.

Arachnid's Dave Schultz and new Pro Champion Dan Saros.

Arachnid's Gene Harlan with Women's Singles Champion Carol Wilke.

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FLORIDA

Commander Ragtimes, a video game parlor and bar in Orlando, has formed a 50-50 joint-venture partnership with Atari Operations Inc. of California to supply it with video arcade games. Atari Operations operates entertainment centers in the southeast under the names 2001 and Barrel of Fun. It is a subsidiary of Atari Games Corp.

Bob Uttal, an associate of Ragtime president Bob Snow, said: "Everything new that Atari comes out with, we'll have. We've stressed that whatever they have, we want it first. they've promised that we'll get it."

Commander Ragtimes occupies 21,000 square feet of space and includes about $500,000 worth of video games. It is attracting as many as 700 patrons a night.

NEW HAMPSHIRE

Authorities raided 16 clubs and shops around New Hampshire recently, arresting 13 people and seizing 32 video poker machines suspected of being used for illegal gambling purposes.

Police arrested people who were seen paying out cash winnings on the poker machines, which *legally may be used only for recreation*. The machines generally take quarters, though some had been modified to accept $20 bills. Clubs that were raided will face reviews of their liquor licenses.

NEW JERSEY

Grayhound Electronics, Inc. is planning to expand its operations, according to Carmen J. Ricci, chairman of the board. The corporation is waiting for approval from the planning board for its proposed two-story corporate office building on its property.

"We won't be hiring more employees; we'll just spread them out a bit more," he said. "We also will begin construction on an industrial park in Spartenburg, S.C."

In other New Jersey news, the Atlantis Casino Hotel in Atlantic City has issued slot-machine tokens for free play as part of an incentives package. They were approved by the state Casino Control Commission on June 28.

NEW YORK

The debate over the influence of video games and pinball on America's youth rages on in Mamaroneck, N.Y., seven years after the town board passed a law regulating the games. At issue is a law regulating "mechanical amusement devices" and the system of licensing and inspecting the machines, as well as the premises where they're available.

Some officials say the games are not a productive way for kids to spend their time, adding that the money could be better spent. Others fear that such teenage hangouts could become places to market drugs.

What do the kids think of the hullabaloo? Said 14-year-old John Baker: "Nothing bad's going to happen. If you have fun doing it, then why should they try to stop us?"

OHIO

The Ohio Supreme Court has declared unconstitutional an Ohio law allowing administrative searches of liquor establishments by agents of the Ohio Department of Liquor Control when evidence obtained by such searches is used as the basis for criminal charges.

The Supreme Court reversed a lower court ruling that "there were no restraints on the discretion of investigators who were acting under administrative authority". Chief Justice Moyer said the *warrantless* search violates the Ohio and U.S. constitutions, which protect against illegal search and seizure.

PENNSYLVANIA

A new game arcade called Player's Choice recently opened in Phoenixville, featuring about 35 different games. Patrons can deposit their 25-cent tokens into a wide range of machines, from classic pinball machines to air hockey, foosball, and state-of-the-art video games.

Owner Victor Navon also has four other arcades in the Phoenixville area. He runs a tight ship—the arcades forbid smoking, drinking, drugs, cursing, and machine abuse. Says Navon: "We don't have problems; we don't tolerate problems."

Navon welcomes and encourages people to come to Player's Choice and stay awhile. "As far as I'm concerned, this is the nicest store in Phoenixville," he said. "It's a completely renovated, first-class arcade."

SOUTH CAROLINA

For Fred J. Collins, Jr., president of Collins Music Co. in Greenville, S.C., distributing coin-op amusement games is but one vehicle for channeling his energies. He is also an active participant in the 31-member Commission on the Future of South Carolina.

Commission members have met a dozen times throughout the state, discussing ways to improve the state's low national rank in education, the environment, and social and economic standards, among other things. Based on information gathered so far, the consensus is that South Carolina will be a better state in the next century.

"There has been a lot of discussion about mass transit, and I think many commissioners are concerned about it," Collins said. Concerning education: "We've improved education in the lower grades, and now we need to look at what we can do in the 10th, 11th, and 12th grades."

TEXAS

Abilene entrepreneur Randy Nicholson plans to open 100 "ghost" gas stations in Texas and Arizona by the end of 1988. They'll be open 24 hours, seven days a week, but here's the catch: the stations will be automated and unattended. Called Auto Fuel stations, they will allow customers to use credit cards or debit cards when filling up. Nicholson figures the cost of establishing each station would be approximately one-fourth the normal cost for installing a full-service station.

There is a movement afoot to move the vending industry beyond the limitations of low-priced items like soda, candy, and chips, to escape the restraints imposed by the primary medium of exchange: the coin. This is due in part to predictions that inflation will push a can of soda, for example, over $1. Industry success, some say, will hinge on a variety of cash cards, debit cards, credit cards, new coins, and other innovative ideas.

One solution that's been mentioned is a dollar coin that is gold, to contrast it with other coins. Cash cards, too, are considered a bright alternative; dollar bill changers are not a likely answer.

Changes have already occurred in vending, which now offers units that dispense everything from fresh french-fried potatoes to fresh-popped popcorn, and videotapes to fresh flowers. Machines have also been designed to dispense shoes and lighting products, plus one that weighs packages and dispenses the proper postage.

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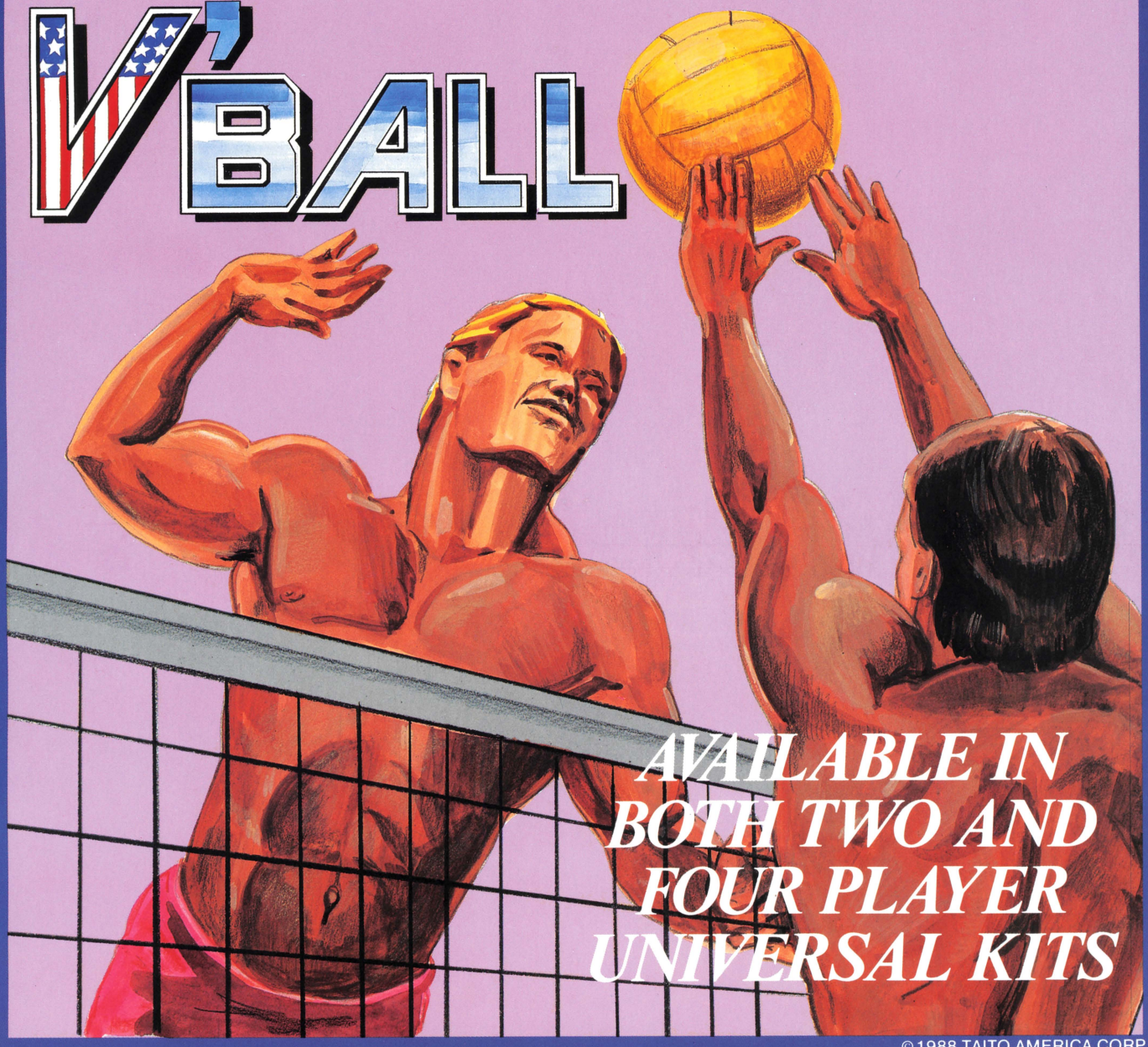

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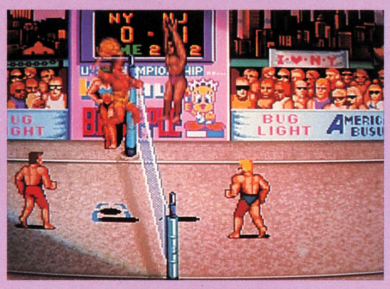
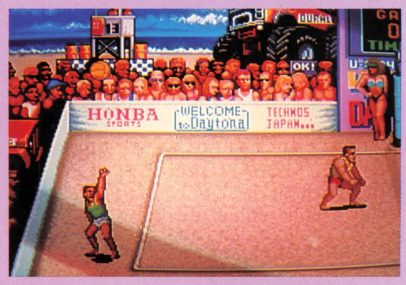
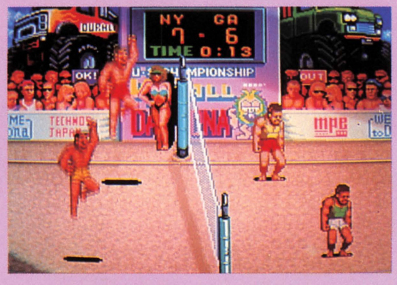
V'BALL can be played by one to four players. Each player uses a joystick to control the movements of his/her on-screen character. Two buttons aside each joystick are used for jumping and receiving. As the action begins the ball volleys from one player to the other and an on-screen marker indicates the ball-dropping point to the receiving player. The success of Taito America's V'BALL is in its realistic execution of the many moves and strategies found in beach volleyball. Power Spiking, Back Spiking, Jump-Serving, Blocking, Diving... the possibilities are endless, soon making one realize that just about any move or strategy found in the real game can be played out on the screen in Taito America's V'BALL. And a captivating soundtrack includes crowd cheers and beach related sounds.

And when time runs out, the players can continue the tournament without losing their place, with V'BALL's Continue Play option.







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TEN YEARS AGO

The industry faces a crisis

Managing editor David Pierson began his editorial by saying "The industry is in a crisis." He was referring to the major blow dealt jukebox operators when the Copyright Royalty Tribunal handed down a ruling requiring operators to disclose their locations.

The Tribunal felt the information was not necessarily confidential nor would it be a burden on operators. Operators, 10 years ago, were paying $8 per jukebox per year which they felt was unfair. Little did they know how high that license fee would be just a few years later. The location list requirement eventually was dropped.

Louis Boasberg, whose name is familiar in the pages of Play Meter, wrote an article, "A Pinball Game is its Best Advertisement," in which he criticized manufacturers who neglected the back of machines that he felt could be put to better use. He pointed out that although most games had their backs to the wall, many did not and could be used for advertising.

Coinman of the month was Bill Nemgar, chairman of the national team pool tournament (which would become the Valley National Eight-Ball Association). Bill was working for Dick Hawkins' company, D&R Star, keeping the more than 20 pool leagues running smoothly. Bill was (and is still today) an expert on running pool league promotions. He pointed out many advantages for operators in running pool leagues and those reasons still hold true. Among those advantages are increased collections, tighter relationship with locations, and less chance of locations wanting to own their own tables.

Following Bill's interview, Play Meter continued to offer other articles on pool tables. "Pool Table Security" suggested that there was probably no worse threat to the coin-op industry than locations buying their own equipment. The piece of equipment most likely to be bought by locations was the pool table. Why? Pool tables are rugged pieces of equipment that seem to need very little attention when compared to other types of games.

The pool table's ruggedness was called both a blessing and a curse. The article stressed the need for operators to pay more attention to the maintenance and upkeep of pool tables, both important items in placing any equipment in a location. One operator said, "The pool table is the cream of my route, without it, all I have left is the chalk." It is up to each operator to protect the cream of his route.

On the music scene, the top Play Meter tunes were Kiss You All Over, Hot Blooded, Reminiscing, Boogie Oogie Oogie, Don't Look Back, Got to Get You Into My Life, Hopelessly Devoted To You, You and I, Whenever I Call You Friend, and An Everlasting Love.

Roger Sharpe authored an article called "Good-Bye Pinball! It Was Fun While It Lasted." He didn't mince words when he said, ". . . But this confrontation (a meeting held about the doom of pinball in New York) isn't the beginning of the story. What is, is the benign neglect and blatant stupidity of some operators who would forfeit and jeopardize the livelihood of many honest people." Roger was upset that operators were not banding together to fight rigid laws that would doom the industry. He cited a case where an associate editor of a newspaper urged readers to complain about the noise of pinballs.

His editorial was a scathing blast against pinball machines. Roger added, "No, everyone counts their profits and turns a deaf ear. It's only today that counts. Only today's bucks to count. That's the bottom line and it stinks. It reeks of insensitivity and downright stupidity that is to be vilified and not commended." This article was one from Roger's heart and if you have an October 1978 issue around, pull it out and read the entire article, it's worth a second go around.

In other news, Dorothy Gottlieb, widow of D. Gottlieb & Co. founder David Gottlieb, and mother of Alvin Gottlieb, passed away; Dick Daddis was appointed sales manager at Vectorbeam; a popular game manufacturer 10 years ago that moved to larger facilities; Gottlieb released it's newest pin, *Close Encounters*, in an electromechanical version for those who like the sounds and feel of electromechanical games; Namco opened a subsidiary, Namco-America, with Hideyuki Nakajima as president; and North Carolina reported a record attendance at its trade show.

Pinballs still dominated the new products pages; this time *Dragon* and *Hit the Deck* by Gottlieb were featured.

Gottlieb's *Dragon*.

Gottlieb's *Hit the Deck*.

Tennessee stages second state show

A total of 245 industry members registered for the second annual Amusement and Music Operators of Tennessee (AMOT) state show held in Nashville on Aug. 26-28.

Sixty-seven booths of coin-op equipment and related supplies were on view at this successful event. Seminars were well attended and offered topics that included route management, computer software, and "How to Cheat the Cheater."

Wally Bohrer, president of the Amusement and Music Operators Association (AMOA), spoke at the general membership meeting regarding the dollar coin, the AMOA Dart Association, the Washington Conference, the 100th anniversary of the jukebox, and how to save money on liability insurance.

Social events included an awards banquet, with entertainment provided by Carl Perkins; a golf tournament; and pool tournament, organized by J.B. Reaves. Manufacturers and distributors donated games, kits, and parts for an auction that raised $20,000.

AMOT's officers and directors for 1989 were also elected at the close of the show. Next year the event is scheduled for Aug. 18-20 in Nashville.

Tournament chairman J.B. Reaves presents the AMOT 8-Ball State Championship trophy to Larry Andrews.

The AMOT board of directors; (standing, l to r): Tom Jackson, Bill Bevil, Royce Green, Charles Fowler, Roger West, Gordon Archibald, Carl McClinnahan, Phil Dollar, and Ken Stansell; (seated, l to r): John Estridge, Bill Stone, Wally Bohrer (AMOA President), Janet Dollar, Jan Green, Barbara Barker, Vickie Blackburn, Charles Stutz, and Nathan Wall.

John Bell, president of the Mississippi state association; Royce Green; Wally Bohrer; John Estridge, AMOT convention chairman; and J.B. Reaves.

Joan Bell, wife of John Bell; a friend; Jan Green; and former Mississippi Gov. Bill Allain.

Winners of the golf tournament; from left, low gross- Lonnie Galaher; low net-Scott Sammons; closest to the pin, standing in for Tom Keil, is Charles Stutz; golf chairman Bill Stone; and John Estridge.

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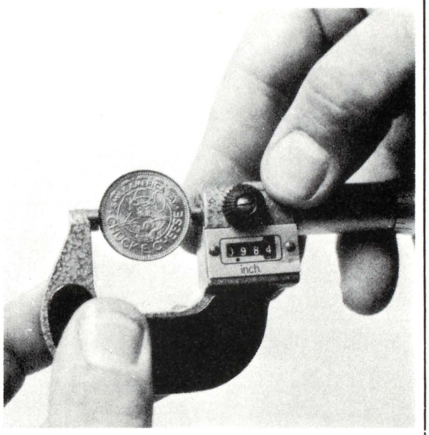

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Billboard TOP TEN

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Country

TITLE	ARTIST Label & Number/Distributing Label
1. JUST SAY YES	HIGHWAY 101 WARNER BROS. 7-27867
2. A LITTLE BIT IN LOVE	PATTY LOVELESS MCA 53333
3. JOE KNOWS HOW TO LIVE	EDDY RAVEN RCA 8303
4. THE GIFT	THE MCCARTERS WARNER BROS. 27868
5. I SHOULD BE WITH YOU	STEVE WARINER MCA 53347
6. ADDICTED	DAN SEALS CAPITOL 44130
7. WE BELIEVE IN HAPPY ENDINGS	EARL THOMAS CONLEY WITH EMMYLOU HARRIS RCA 6632-7
8. THAT'S WHAT YOUR LOVE DOES TO ME	HOLLY DUNN MTM 72108
9. STREETS OF BAKERSFIELD	DWIGHT YOAKAM & BUCK OWENS REPRISE 7-27964/WARNER BROS.
10. I COULDN'T LEAVE YOU IF I TRIED	RODNEY CROWELL COLUMBIA 38-07918/CBS RECORDS

Hot 100

TITLE	ARTIST Label & Number/Distributing Label
1. SWEET CHILD O'MINE	GUNS N'ROSES GEFFEN 7-27963
2. SIMPLY IRRESISTIBLE	ROBERT PALMER EMI-MANHATTAN 50133
3. PERFECT WORLD	HUEY LEWIS & THE NEWS CHRYSALIS 43265
4. MONKEY	GEORGE MICHAEL COLUMBIA 38-07941
5. WHEN IT'S LOVE	VAN HALEN WARNER BROS. 7-27827
6. FAST CAR	TRACY CHAPMAN ELEKTRA 7-69412
7. I'LL ALWAYS LOVE YOU	TAYLOR DAYNE ARISTA 1-9700
8. IF IT ISN'T LOVE	NEW EDITION MCA 53264
9. DON'T WORRY, BE HAPPY	BOBBY MCFERRIN EMI-MANHATTAN 50146
10. NOBODY'S FOOL (THEME FROM "CADDYSHACK II")	KENNY LOGGINS COLUMBIA 38-07971

Adult Contemporary

TITLE	ARTIST Label & Number/Distributing Label
1. ONE GOOD WOMAN	PETER CETERA FULL MOON 7-27824/WARNER BROS.
2. PERFECT WORLD	HUEY LEWIS & THE NEWS CHRYSALIS 43265
3. I'LL ALWAYS LOVE YOU	TAYLOR DAYNE ARISTA 1-9700
4. I DON'T WANNA GO ON WITH YOU LIKE THAT	ELTON JOHN MCA 53345
5. IT WOULD TAKE A STRONG STRONG MAN	RICK ASTLEY RCA 8663
6. 1-2-3	GLORIA ESTEFAN & MIAMI SOUND MACHINE EPIC 34-07921/E.P.A.
7. I DON'T WANNA LIVE WITHOUT YOUR LOVE	CHICAGO REPRISE 7-27855
8. MISSED OPPORTUNITY	DARYL HALL JOHN OATES ARISTA 1-9727
9. HERE WITH ME	REO SPEEDWAGON EPIC 34-07901/E.P.A.
10. LOOK OUT ANY WINDOW	BRUCE HORNSBY & THE RANGE RCA 8678

Pop/Rock Albums

TITLE	ARTIST Label & Number/Distributing Label
1. HYSTERIA	DEF LEPPARD MERCURY 830 675 1/POLYGRAM
2. APPETITE FOR DESTRUCTION	GUNS N'ROSES GEFFEN GHS 24148
3. TRACY CHAPMAN	TRACY CHAPMAN ELEKTRA 60774
4. ROLL WITH IT	STEVE WINWOOD VIRGIN 90946
5. HE'S THE D.J., I'M THE RAPPER	D.J. JAZZY JEFF & THE FRESH PRINCE JIVE 1091-1-J/RCA
6. FAITH	GEORGE MICHAEL COLUMBIA OC 40867
7. OU812	VAN HALEN WARNER BROS. 25732
8. RICHARD MARX	RICHARD MARX EMI-MANHATTAN ST 53049
9. OPEN UP AND SAY . . . AHH!	POISON ENIGMA C1-48493/CAPITOL
10. LONG COLD WINTER	CINDERELLA MERCURY 834 612 1/POLYGRAM

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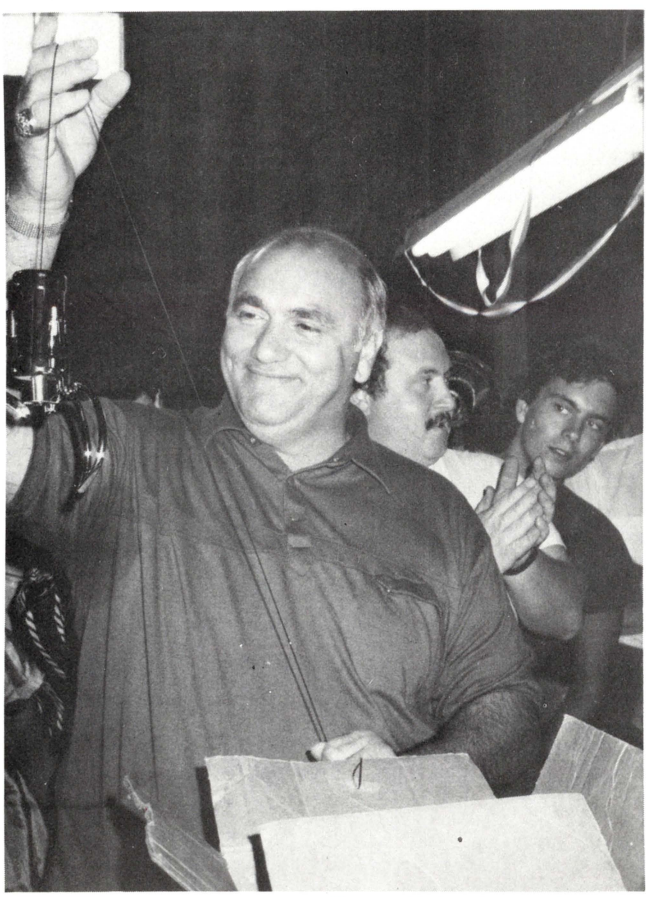
Grayhound has double celebration

Employees of Grayhound Electronics and the family of Carmen Ricci, Grayhound President, threw a surprise 50th birthday party for him on August 23 at the company's Toms River, N.J., facility. It was also an occasion to commemorate production of the firm's 10,000th skill crane.

As that milestone 10,000th crane came off the line, friends, employees, and valued customers of Grayhound gathered for a catered lunch and refreshments. Many gifts were presented to Ricci, but the most prized was a gold-plated crane claw given by his employees.

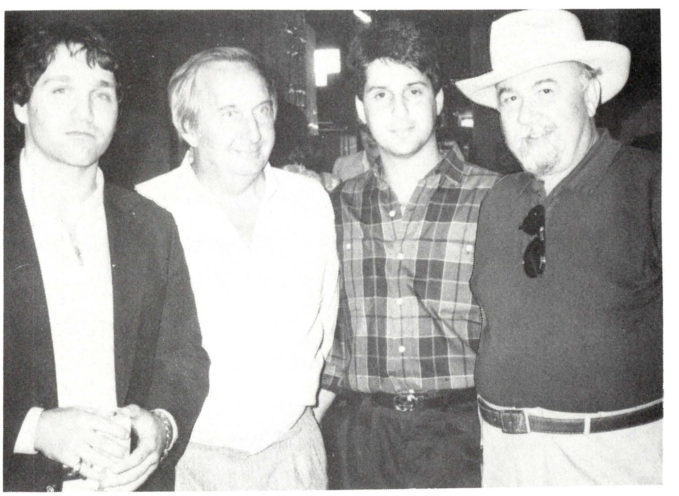
During the celebration, Ricci talked about the success of Grayhound in its relatively short existence of six years. He also touched on expansion plans for the future, including subsidiary businesses such as a joint venture in a plastics factory; and possibly, an overseas textile plant. The Grayhound product line currently includes cranes, plush merchandise, video card games, basketball games, and the new novelty game *Touchdown*.

Ricci proudly showed off grandson Carmen Anthony Petaccio, and spoke of third generation management. Congratulations, Carmen, on a personal and business level.



Carmen Ricci's most prized gift—a gold plated crane claw.

Harby Goldman of C.P.C. Services (l) joins Mike Riquier of T & M Distributing for the Grayhound festivities.



Joining the celebration are, l to r: Chuck Weiner of Weiner Distributing, Mikey Coffee of Adams Novelty, Brian Petaccio of Grayhound, and Phil Sternberg of Eastern Music.

Pete Coulas, Grayhound production manager, readies the new *Coors Light Silver Bullet Sharpshooter Basketball* games.

The entire Grayhound family, l to r: Carmen Ricci, Aldo Daneri, Brian Petaccio, Theresa Ricci Petaccio, Carmen Anthony Petaccio, Lisa Ricci Daneri, and Agnes Ricci.

It was a double celebration for Carmen Ricci.

·ayhound *Skill Crane* production line.

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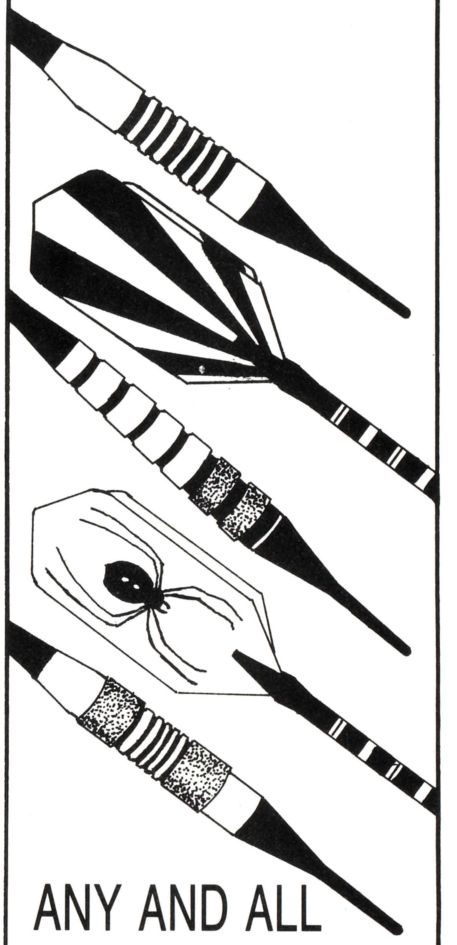

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Nintendo distributors gather at Pebble Beach

Nintendo held its fifth annual distributor's meeting July 31 through Aug. 3, amid the spectacular beauty of California's rocky Pacific coast at Pebble Beach. The biggest news came from Alan Stone, vice president, who announced that Nintendo is now offering a conversion kit for the *VS. UniSystem* to *Play Choice*.

The kit will come either as a *Play Choice 5* with five games and the capability for 10, or a *Play Choice 10* with 10 titles.

The new *Play Choice 10* titles include *Contra, Double Dragon, R.B.I. Baseball, Gauntlet, and Super Mario Bros. 2*. The conversion kit will accept current or future *Play Choice 10* titles. Stone said that Nintendo will release new titles at the rate of one per month, each promising to be a "surefire hit," he added.

Western sales manager Drew Maniscalco described the Nintendo procedure for releasing new games. There are two sources for new software: in-house R&D in Japan and an expanding family of licensees, he said. Nintendo considers 25 to 30 new titles a month, all of which are submitted to the product development and engineering department in Bellevue, Wash.

That department is headed by Don James, who with his team rates each game by the following factors: graphics, the initial "feel" of the game, play control, audio, concept, thrill and involvement, lasting interest, challenge, enjoyment, and satisfaction. The top-rated titles are then field-tested at one of seven Nintendo test locations.

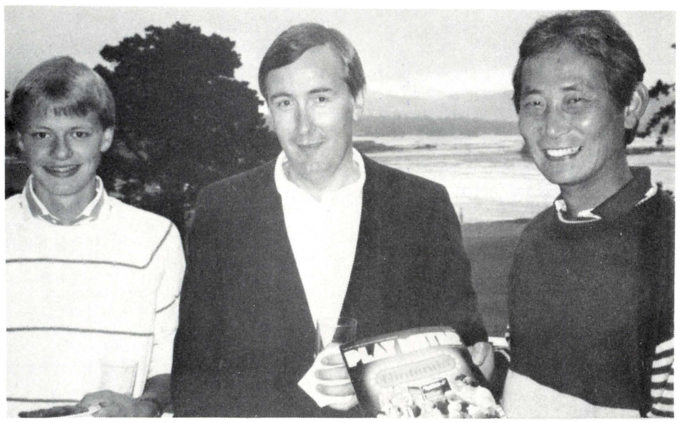
"Games must significantly increase earnings of the location," Maniscalco said. "Software is the most important part of the Play Choice system." Meanwhile, eastern regional sales manager Chuck Arnold told distributors the three main attributes or "hot buttons" associated with Play Choice systems: steady earnings, never having to rotate a game cabinet, and the chance for collectors to change software.

The meetings were not all business and no play, however. Distributors and their families were treated to shopping, deep sea fishing, tennis and, Pebble Beach's main diversion, golf. The breathtaking Pacific scenery served as a fitting backdrop for the "Great Gatsby" theme party, replete with vintage automobiles and period clothing.

Great Gatsby fun with Rich and Bev Babich of Colorado Game Exchange.

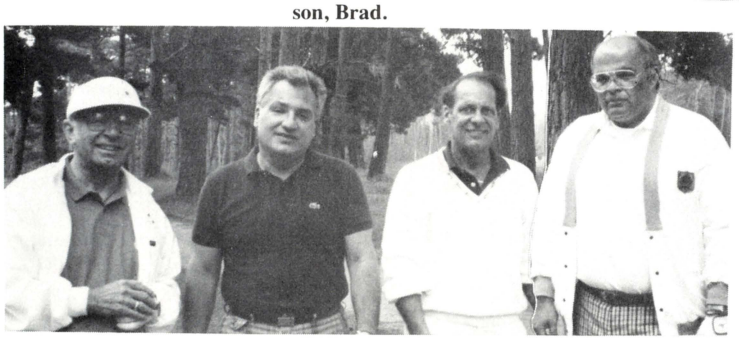
Alan Stone and Donna Kindler of Nintendo.

Linda Zacher makes a fine catch.



Nintendo's president, Mr. Arakawa (r), with Howard Lincoln and his son, Brad.

Golfers (l to r): Don Deremer, Phillip Roth, and Marvin Roth of Roth Novelty and Marc Haim of R.H. Belam.



Approaching the links are (l to r): Morris Phia of Greater Southern, Morris Zacher of Atlas-Pittsburgh, Pete Entringer of A.V.A.-St. Louis, and Bernd Donalies of Stella Electronics in W. Germany.

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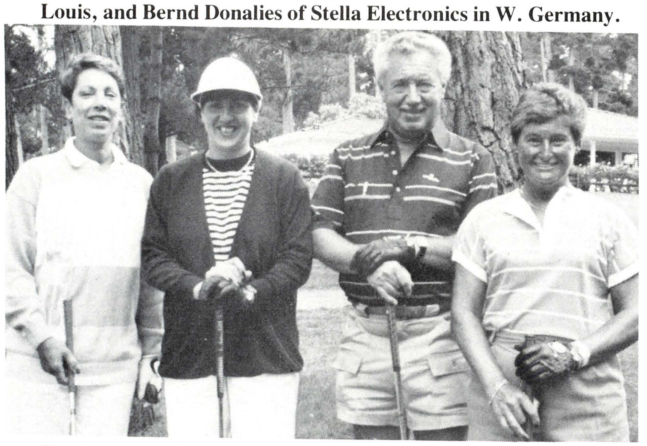

Ready to tee-off are (l to r): Denise Marcus of Atlas-Chicago, Lisa Devery and David and Leita Coren of Deith Leisure in the U.K.

A happy foursome (l to r): Paul Russell of Active Amusement-Philadelphia, Tony Yula of Mondial-N.J., Bob Haim of Belam S.E., and Steve Koenigsberg of State Sales.

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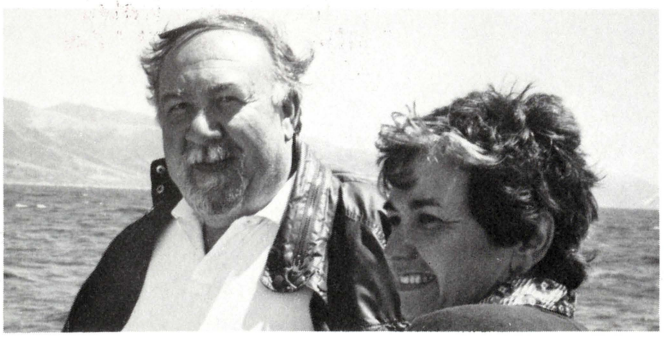
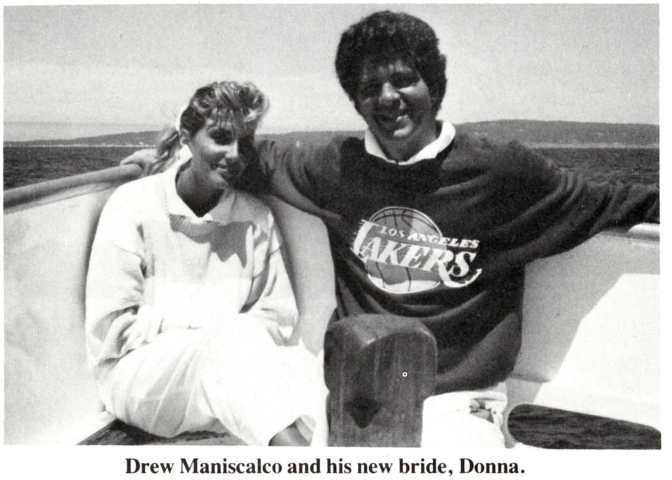


Phil Sternberg of Eastern Music and Helene Dichter, fishing off Big Sur.



Drew Maniscalco and his new bride, Donna.

Michael and Hillary Green of Brent Leisure in the U.K.

Just arriving on the course are (l to r): John Gatens and Wendel Cannon of Southwest Vending, Lester Godwin of Godwin Distributing, and Jon Kleinman of Pioneer Sales.

Sandy Bettelman of C.A. Robinson with sons Heath and Matt, and Nintendo's Donna Hogin.

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PM1

Kane celebrates in Tampa

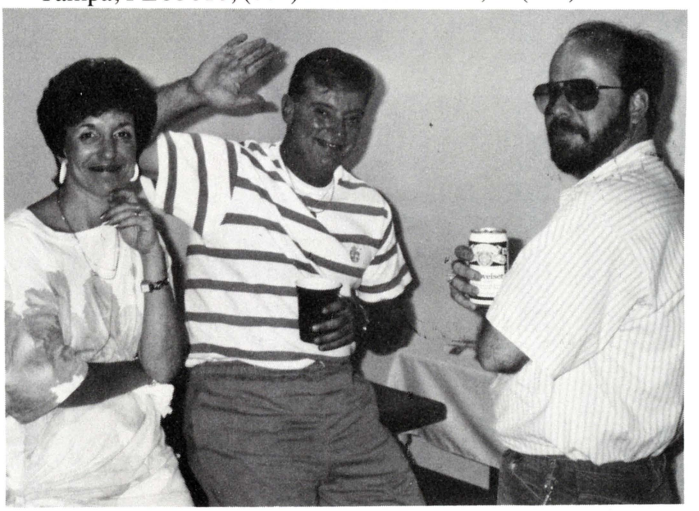
Kane Amusement Distributing Co. celebrated a move to its new, enlarged facility in Tampa, Fla., with an open house on July 16. Kane's valued customers and their families attended and viewed the newest in coin-op equipment and qualified for the many door prizes generously donated by manufacturers.

Among the door prize winners were: Teresa Lowery, Galaxy Fun Center; Pete Towels, Town and Country Vending; Mark Gross, Sun Coast Coin; Mike Barger, Video Wizard; Ted Panesis, Omega Amusements; Tom Roser, Gene Banks Music; Wayne Daniel, Ideal Cigarette & Music. Co.; Joseph Orecchio, S.E.I., Inc.; and Charles Hall, All-N-One Amusements.

Prizes ranged from kits to a VCR and were donated by Leland Corp., Konami, Merit Industries, Premier Technology, Tecmo, and U.S. Games.

Kane's new address in Tampa is 14364 N. Dale Mabry Hwy., Tampa, FL 33618; (800) 248-1213 in Fla., or (813) 264-1033.

Enjoying the open house are (l to r): Gary Canetti, Mrs. Carmen Ricci, Marisa Kane, and Carmen Ricci of Grayhound.



Door prize winner Joseph Orecchio and his wife of Space Enterprises with Andy Kline of Suncoast Entities.

Danielle Chermak picks a winning door prize ticket from box held by her dad, Ed Chermak, sales manager for Kane in Tampa. Looking on are Nathan Kane and Janna Chermak.

Atari debuts *Assault*

Distributors from across the country were invited to the Atari Games factory in Milpitas, Calif., in late summer to view the company's video release, *Assault*, and get a sneak peak at the upcoming *Cyberball*.

Satish Bhutani, vice president of sales for Atari, said, "We were very pleased with our distributors' reaction to *Assault*. We had a very good turnout for the open house and it is always good to see our customers face-to-face."

Assault is a tank game designed by Namco, Ltd. of Japan and manufactured by Atari at its Milpitas factory. It first became available to domestic trade in late August. The game began production at Atari's Irish factory in September.

Cyberball is an innovative football game set in the 21st century. It comes in a mini-stadium style cabinet with two monitors and provides interactive football for up to four players.

Atari's Linda Benzler and Satish Bhutani get hands-on experience with the new tank game, *Assault*.

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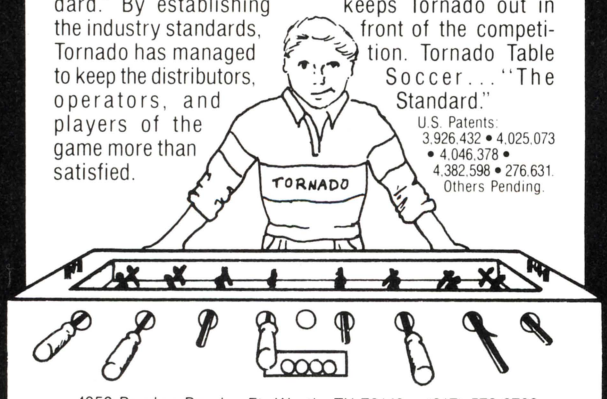

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By Frank 'The Crank' Seninsky

If you're looking for something out of the ordinary to add interest to your cranes, try the new traffic signal pillows or familiar animal figures in new, large sizes. Also try the well-known sayings on pillows that will amuse players as they try to capture one. Remember, there's an art to "dressing" your cranes and eternal vigilance pays off when crane merchandise is "fluffed" periodically.

Colorful Bears and Dogs

Larger still are these bears and dogs that come in four assorted colors each; also offered as one item with assorted bears and dogs. The size makes these suitable for jumbo cranes or as items to place strategically to draw players and build crane play.

Item #5617B Bear 8.5 inches 6 DZ 19.80/DZ Item #5617B Dog 8.5 inches 6 DZ 19.80/DZ

Contact: Brady Novelty, Charlotte NC; (800) 356-TOYS or (704) 525-8130, ext. 590/591.

Assorted Pups

Lovable canines are always popular items and these large assorted pooches are no exception. Soft Things also offers other animal selections in the same size and price range, including Raccoon (Item #301), Bear (Item #302), Cat (Item #303) and Koala (Item #304).

Item #305 2 Assorted Dogs 7.5 inches 5 DZ 15.00/DZ

Contact: Soft Things, Brooklyn, NY; (718) 624-3448.

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Take the feel and shape of a plush pillow and combine with the popular "Baby on Board" signs to make a new and unusual plush item. These assorted traffic signals and famous sayings are sure to draw players to cranes. Sayings include "Go Ahead, Make My Day", "Awesome", "Don't Bug Me", and "Beam Me Up, Scotty", among others.

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Contact: Nancy Sales Co., Inc., Chelsea, MA; (800) 626-2947 or (617) 884-1700.

[*Editor's Note: This marks the last column in the Certain Burton* series that debuted in October 1987. We have appreciated the efforts of Frank and his assistants who compile the list of gift items for this column and sincerely thank them for a job well done.

Starting next month, Play Meter will begin it's own in-house column, *Merchandise Market* that will seek to bring the new and exciting in plush, jewelry, and gift items to our readers. Whether it be a new variation on the lovable teddy bear, or a high-tech look but low-cost watch, *Merchandise Market* will have the details.

Suppliers of quality gift items are invited to send photos of their most popular or newest items along with descriptive information and pricing. If photos are not available, we will be happy to take permanent custody of any plush "cuddlies" and take photographs at magazine headquarters. This column will be a new products section geared specifically to operators of cranes, rotaries, and redemption equipment. We know there are a lot of you out there and we hope you will be able to get a sneak peak at all the items you will need to stock and dress your equipment in the months ahead.]

REPAIR LOG

by Randy Fromm

This month's Repair Log is all about monitors. It includes a step-by-step method of repairing burned-up printed circuit boards. If you operate any game with a Wells-Gardner K7000 Series monitor in it, you may need to know how to do this (read further and you'll see what I mean).

Flipping the picture

Here's a tip on how to flip the picture on a monitor when a "dip switch" option is not available for inverting the picture on the screen. The "yoke" on the neck of the picture tube is made of two separate coils of wire. One is called the "horizontal deflection coil"; the other a "vertical deflection coil."

They work in tandem to force the electron beams in the picture tube to scan the front of the screen and create the picture you see. By reversing the connections to the deflection coils in the yoke, the scanning directions are also reversed and the picture becomes inverted.

To reverse the connections, you must first identify the connections to the individual coils in the yoke. Start by unplugging the yoke from the monitor board. Set your meter on "continuity," or a low resistance scale, and place one of the meter leads on any one of the four terminals of the yoke. Use either the end of the yoke connector or the solder terminal lugs on the yoke itself.

Touch each of the other terminals in turn until you get a continuity reading (don't worry about how many Ohms). You have now identified one of the yoke connection pairs. Unsolder the two wires you have just identified and swap them; resolder each one to the opposite side. Do the same with the remaining pair of wires.

That's all there is to it! The picture will now be inverted. Some people will invert a picture by loosening the yoke and turning the whole thing around on the neck of the picture tube. While it is possible to invert a picture in this way, I highly recommend that you use the previously described method instead. Turning the yoke can ruin the "convergence" of the monitor. This causes the images to split up on the screen or to suffer strange looking shifts of color.

Be a part of Play Meter

Remember . . . you can be a part of this magazine. You'll get your name in print and earn a one month extension on your subscription. Just send in some of your repair tips. Please!

Hantarex MTC 900 monitor

Symptom: Bad vertical deflection

Repair: Bad capacitor C47 .1 Microfarad 250 volt

Comments: This is an interesting looking symptom. The top half of the picture looks perfectly normal, but the bottom half is made of widely-spaced lines that are jumping all over the place.

Hantarex MTC 900 monitor

Symptom: Loss of one color

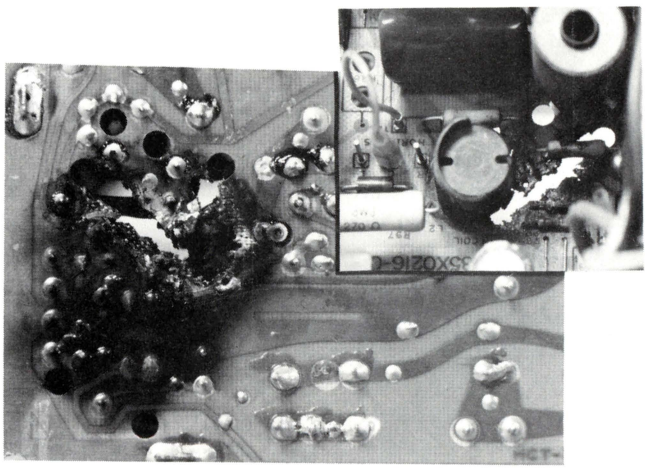
Repair: Cathode resistor open (burns up!)

Comments: I've seen this problem a few times. The resistor is on the neck board of the monitor. It's easy to spot because it's burned up. If you're missing red, it's R141. If the missing color is green, check R146; if blue is missing, look at R143. The value of the resistor that burns is 3300 Ohms, 1/2 watt.

Wells-Gardner K7000 series monitors

Symptom: No picture or vertical line on screen

Real obvious symptom: A section of the monitor board is on fire or leaves charred remains; resistors may be glowing a dull cherry red.



Broken solder joints caused this damage to the monitor printed circuit board.

Repair: Repair the burned circuit board; possible replacement required for R98 or R99 (2.2 Kohms, 1 watt wirewound) and L2 (linearity coil). R84 (6.8 Kohm, 1/2 watt) and R85 (3.3 Kohm, 1/2 watt) may also be burned and require replacement.

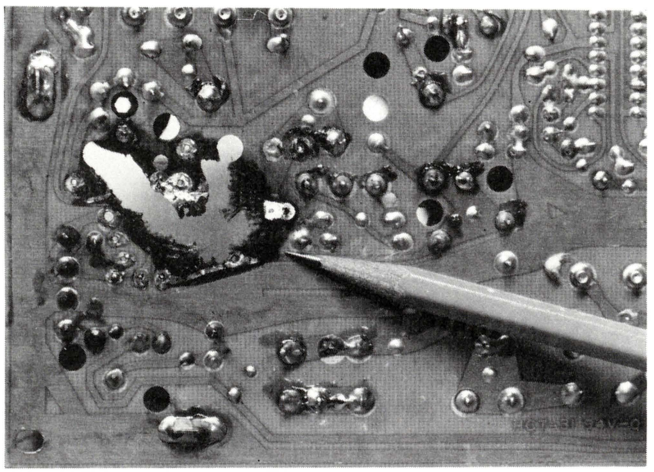
Comments: This problem seems to be caused by broken solder joints on the linearity coil (L2). When the connection to the coil is broken, excessive current flows through some resistors and they glow red-hot. Arcing at the broken solder joint is no doubt occurring as well, although all the monitors I have seen to date have been burned out well beyond that point.

The broken solder joints are caused by vibration. If you have a K7000 series monitor in a game that is subject to a lot of vibra-

tion (such as a game with a motor like Sega's *Out Run* or *After Burner*), you are well advised to pull the monitor out as soon as possible. Then, re-solder the connections to L2 *before* you have to repair a large crater in the printed circuit board.

I know it's a hassle, but I have seen a few monitors with this type of extensive damage. Wells-Gardner is now gluing the coil to the board with hot-glue. It's not a bad idea to do the same.

If you're too late, and you're looking at a monitor board that looks like the remains of a "Star Wars" test target, don't despair! You can repair the circuit board pretty easily: all you need is some epoxy and a piece of tape.



The damage doesn't look quite so bad after the burned components are removed and the area is cleaned. Use some type of solvent, such as denatured alcohol or flux remover, to clean the burned section of the printed circuit board.

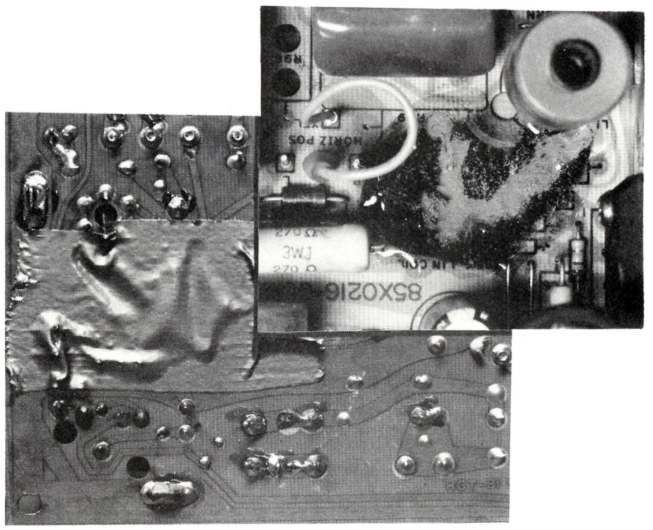
Start by removing all of the components from the burned section of the monitor printed circuit board. Use some type of solvent (such as denatured alcohol or flux remover) to clean both sides of the burned section of the board. Remove the severely charred areas of the board at this time, too.

Place a piece of duct tape over the bottom (solder side) of the charred hole in the board. Mix the epoxy together (I use transparent epoxy but any epoxy will do, as far as I know) and fill the charred hole from the top (parts side) of the board. Use just enough epoxy to create a flat layer that fills the hole evenly. Wait for the epoxy to harden and remove the tape.

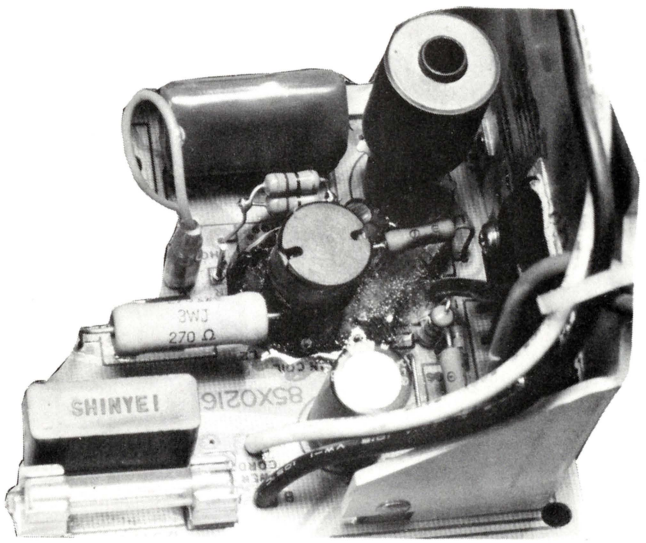
At this point, it helps a lot to have a good monitor to look at as an example of where the components go. If not, the monitor manual has a component layout in it. Use a small drill bit to create holes for the component leads in the new epoxy surface of the circuit board.

Replace the burned components as necessary and re-install the parts on the board. In general, the component leads themselves can be used to rejoin the circuits. Short runs of wire may be necessary to replace printed circuit conductors that have been burned off the board. If the linearity coil (L2) has been badly burned, it can be rewound pretty easily by hand. I usually just take off the burned wire and rewind the coil with an equal length of a similar gauge wire, taken from a pinball coil.

That's all for this month. By the way . . . I'm going to be holding a one week class for video game repair in Chicago, including a detailed look at monitors and how to repair them. It's going to be held during the week immediately following the AMOA show. The date is Nov. 7-11, so call me if you're interested. The phone number is (619) 697-4035, or write me at 7960 Culowee St., La Mesa, CA 92041.



"Dam" the hole with a piece of duct tape on the back of the board and fill the hole with epoxy.



The finished repair with components installed.

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Dealing with audits, interest, and inventories

by Irving L. Blackman

Talk about games of chance! The risky possibility that the IRS could be breathing down your company or personal file folders is enough to make anyone wince. Higher income can place you more at risk as the following statistics indicate. But lower income is no guarantee you will escape scrutiny.

What are the chances of an IRS audit?

The game goes on: you file, the IRS audits. During 1987, a total of 1,109,000 individual income tax returns were subjected to the displeasure of an IRS audit. Overall, this means that 109 returns out of 10,000 filed were examined in 1987, down from the 112 returns per 10,000 in 1986.

But don't get overconfident that these low percentages apply to you. The higher your income, the greater the interest the IRS has in paying you a visit. Here is a breakdown of the chances that your personal return will be audited, based on 1987 figures.

Total positive income, and the chances in 10,000 of being audited:

For $10,000 to $25,000 (with itemized deductions): 130;
For $10,000 to $25,000 (without itemized deductions): 64;
For $25,000 to $50,000: 140;
For $50,000 and over: 224.

The IRS received 101.8 million individual returns in 1987, plus millions more of corporation, partnership, and trust returns, which gives you an idea of the massive task the IRS has each year in tracking down tax cheats.

The chances of having your business or company audited decreased dramatically in 1987 compared to 1986, especially for corporations. However, your chances of hosting an examining agent increased if you operated a small, unincorporated business. Here's the breakdown for noncorporate businesses and for corporations.

Noncorporate business income (Schedule C), and the chances in 10,000 of being audited:

For under $25,000: in 1987, 141; in 1986, 134;
For $25,000 to $100,000: in 1987, 201; in 1986, 227;
For $100,000 and over: in 1987, 386; in 1986, 474.

Corporations' assets, and the chances in 10,000 of being audited:

For under $100,000: in 1987, 67; in 1986, 107;
For $100,000 to $1 million: in 1987, 116; in 1986, 174;
For $1 million to $10 million: in 1987, 410; in 1986, 619;
For $10 million to $100 million: in 1987, 2,292; in 1986, 2,999;
For $100 million and over: in 1987, 6,908; in 1986, 7,451.

And to each reader who ends up facing the dangers of an IRS tax audit, good luck!

How to defer interest income until next year

Is it possible to earn interest income in 1988, yet not include that income for tax purposes until 1989? The answer is yes. Here are three ways to get the job done.

Bank certificates of deposit: Interest earned on a CD with a maturity of one year or less does not create taxable income unless the interest is actually credited to your account. The trick is to buy a CD that does not credit interest until 1989. As long as you cannot withdraw interest in 1988 without a penalty, none of the interest is taxable until 1989. This means you can keep your tax dollars until you file your return in April 1990.

Treasury bills: You can buy T-bills that mature in three, six, or 12 months. They are issued at a discount, which means you buy them at a price below face value and collect face value at maturity. The discount is your interest income. Just buy a T-bill in 1988 that matures in 1989.

Treasury notes and bonds: Some long-term government securities range in maturity from two to 30 years. Such notes and bonds are issued at face value and pay interest at six-month intervals from the date of issue. For example, if you buy a bond in 1988 but don't collect interest until 1989, the first interest check is not taxable until 1989.

An inventory gambit that didn't fly

Business owners are always trying new ways to reduce their tax burden. In this case, the taxpayer attempted to establish a loss by selling inventory to a company that would keep it until the taxpayer wanted to repurchase it (TAM 8811001).

Here are the facts: Sellco "sold" excess inventory as scrap to

Buyco, a company that bought and sold slow-moving items. Buyco did not refuse to buy any parts offered by Sellco. Later, Sellco repurchased some of the parts at prices that were much higher than scrap value and claimed losses.

The losses were disallowed and the items had to be included in Sellco's ending inventory. The Tax Court (Paccar, 85 TC 754-1985) spells out three factors that apply here:

1. Who determined what items were taken into inventory? Buyco exercised no discretion over what it accepted into inventory. In essence, Sellco was responsible for which items were transferred to Buyco for warehousing Sellco's inventory.

2. Who determined when to scrap existing inventory? There was little or no scrapping. Although not required to do so, Buyco would normally contact its customers prior to any scrapping. Therefore, it was held that the parties had agreed that Buyco would not take any unilateral action regarding scrapping.

3. Who determined when to sell inventory? There were no sales to others. Buyco indicated it would contact Sellco prior to any sales to others. Thus, the right to dispose of the parts rested with Sellco.

IRS approves the deferred salary plan

Here's a tax shoe that will fit a large number of taxpayers. How would you like to defer the tax on all or selected portions of your compensation . . . with a blessing from the IRS? Tell your professional to read Letter Ruling 8703056.

Example: A corporation set up a deferred compensation plan that allowed each of its four 25 percent stockholder/employees to participate. The plan was simple: any stockholder on or before Dec. 31 of any year could irrevocably elect to defer all or a portion of his compensation to be earned in the next twelve-month period.

The unpaid salary would be invested, and, together with the earnings, be identified in a special account. The total amount of the account (benefits) would be distributed on Jan. 15 of the year following an employee's termination of employment.

The IRS clearly ruled that no portion of the benefits would be taxable to an employee until actually paid or made available under the plan. In addition, the plan was unfunded, since title to the investments remained with the corporation. The corporation's obligation to pay benefits was an unsecured general obligation. No trust or fiduciary relationship was created. Benefits could not be assigned, transferred, pledged, or encumbered.

Let's summarize: a non-qualified, unfunded, deferred compensation plan, entered into before the work is done, will not create taxable income until the plan benefits are actually paid.

This ruling creates many planning opportunities for every employee/stockholder. What should you do? Adopt a plan like the one described in this article. If you, or other employees, never use it, nothing has been lost. Ah, but in any year when the tax-saving shoes fit, just slip them on. Your tax savings will start running immediately.

Forgotten Worlds

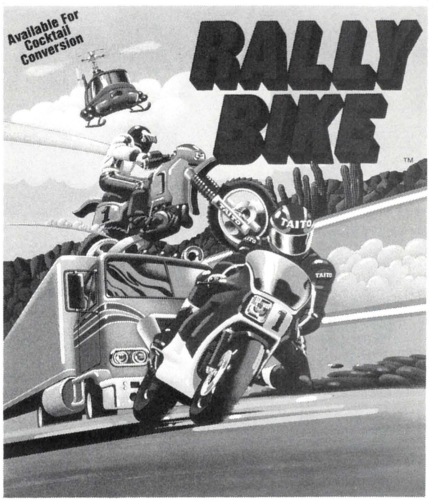
Three worlds of mystery await the player of Capcom's newest video, *Forgotten Worlds*, an interactive game for one or two players.

In *Forgotten Worlds* there are a total of nine scenes, three levels in each of the three worlds: Futuristic Wasteland, Egyptian World, and Battle in the Clouds.

The game utilizes a new 360-degree firing radius control knob and is the first of Capcom's new CPS series of system games. The high resolution graphics and greater memory capability are earmarks of the new system.

The cabinet is upright with dual coin mechs and features a marquee and side panel decals with scenes from the Futuristic Wasteland.

For more information, or distributor referral, write Capcom USA, Inc., 1283-C Mountain View Alviso Road, Sunnyvale, CA 94089; (408) 745-7081.



Rally Bike

Motorcycle racing is the theme of Taito America's latest video, *Rally Bike*, that offers eight rounds of competition.

Rally Bike gives players the option to buy-in and continue game play. Helicopters drop power-up items along the track and players can use these for additional fuel, increased speed, extra points, and special helpers to destroy other bikers.

The throttle button accelerates, and the brake button slows the cycle. The joystick control helps players maneuver, avoid obstacles, and cross the finish line within the qualifying time.

Special road signs alert players of approaching gas stations, railroad crossings, and the finish line. The game is over when players run out of fuel or fail to beat the qualifying time. The game is also available for cocktail conversion.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling IL 60090; (312) 520-9280.

Pro Passer

U.S. Games debuts a challenging football passing accuracy game, *Pro Passer*, that has interchangeable backboards that allow it to become *Pro Shot*, a basketball game.

A-four player game, *Pro Passer* features a programmable message board, new ball gate design, and even plays favorite college fight songs. A bill accepter and ticket dispenser are also included.

Pro Passer is lightweight and easily assembled.

For more information, or distributor referral, write U.S. Games, Inc., 1346 Oakbrook Drive, Suite 110, Norcross, GA 30093; (404) 441-2910.

Rough Ranger

An exciting rescue mission awaits players in *Rough Ranger*, a one-or two-player conversion kit from Capcom.

The scenario: Sinister Steyr has kidnapped federal witness Kelli Kool, who can send him to the slammer for good. Without her testimony he's a free man. Enter rangers Colt and Magnum who are sworn to undertake a daring rescue of Kelli. It seems several other rangers started out to save her, but they did not report back.

Ten different rounds of play lie ahead as Colt and Magnum must use their skill and determination to traverse firepits, missile silos, hydraulic lifts, elevators, and hostile territory to subdue Steyr and reclaim Kelli.

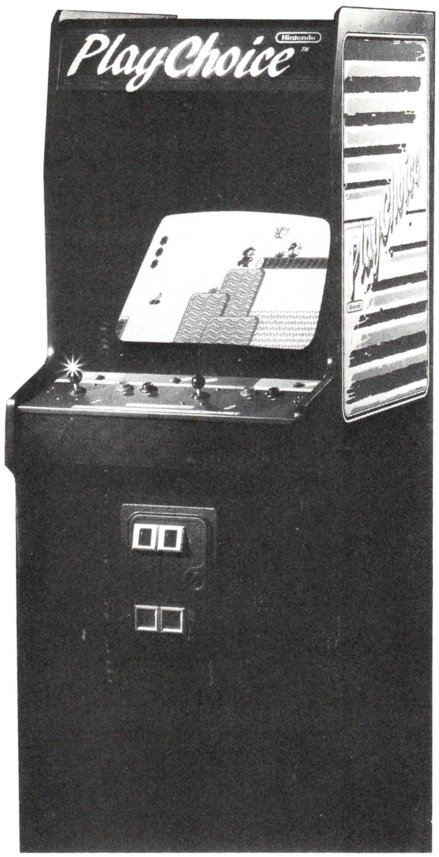
The kit comes complete with PCB, deluxe cabinet artwork, joysticks, push buttons and switches, the JAMMA standard wiring harness and PCB universal mounting system.

For more information, or distributor referral, write Capcom USA, Inc., 1283-C Mountain View Alviso Road, Sunnyvale, CA 94089; (408) 745-7081.

Excuse the error!

In the New Products section of our September issue (page 163) we listed an incorrect phone number for Snak-Stix., Inc., maker of the Popcorn Vendor. The correct number is (216) 432-1800.

We are sorry for any inconvenience this may have caused Snak-Stix or its customers.



Play Choice Kit

For players and operators who want more choices, Nintendo offers the *Play Choice Kit* that updates VS. UniSystem cabinets and comes with a choice of five or 10 games.

Among the titles available are: *Double Dragon, Super Mario Bros. 2, Contra, R.B.I. Baseball, Gauntlet, Mike Tyson's Punch Out!!, Rad Racer, Kung Fu, R.C. Pro-Am, Track & Field,* and more. There are over 25 games available in the current library.

The kit fits right into the Nintendo VS. UniSystem. New side-panel graphics and a high-tech control panel with space-age controllers look as up-to-date as the games inside. The VS. UniSystem takes on a whole new look and feel with this kit.

For more information, or distributor referral, write Nintendo of America., Inc., P.O. Box 957, Redmond, WA 98052; (206) 882-2040.

Cyberball

Atari Games has taken football into the 21st century with *Cyberball*, a dedicated one-to four-player game with screen images of robots five times the size of human beings.

By the year 2022 violence in football has escalated. The sport is now known as Cyberball and features rule changes such as exploding balls and a defuse line that make it an extremely dangerous sport.

The game features a two-monitor, mini-stadium design and interactive play. Simple controls include an eight-way joystick and button to put players in control of the Cyberball team of their choice.

Players select offensive and defensive plays (there are 100 total), time-outs, and even replacements for demolished players, passes, laterals, anda blitzes. Defensive players are quipped with a "turbo boost button to prevent breakaway plays.

Dimensions are 78.50 inches high, 55.50 inches wide, and 35 inches deep.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

Devastators

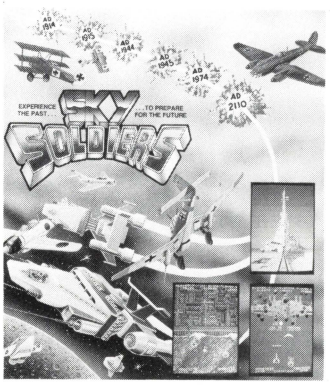
Konami introduces a two-player interactive dedicated upright with vertical monitor in *Devastators*, a game that offers action, intrigue, and adventure.

Players use an eight-way joystick and two buttons (shoot and grenade/bazooka) as they go into battle in combat-ready condition. First, they must parachute into the desert to begin their first mission.

Armed with machine guns and a limited supply of hand grenades, they must destroy certain enemies to obtain more firepower (extra grenades and bazookas). Bazookas are used to blow up large enemy objects only when a red or blue cursor appears on the screen.

Players are involved in seven covert operations that include battling in desert heat to destroy the enemy ammunition base, stealing a high-tech jet, rescuing prisoners held captive in the forest, cutting off enemy communications, swimming across the ocean and sinking the enemy battleship, annihilating the enemy base, and saving the ambassador while under fire at the embassy.

For more information, or distributor referral, write Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.



Sky Soldiers, China Gate

Romstar debuts two new kits: *Sky Soldiers*, a two-player conversion for vertical monitors, and *China Gate*, a two-player conversion for horizontal monitors.

Sky Soldiers has a time travel theme in which the players are modern day jet pilots trapped in a time warp that takes them into air combat during the years 1914, 1915, 1944, 1945, 1974, and up to 2110.

China Gate has a martial arts combat theme that engages players in a battle to recover the stolen Book of Sanzo. Players choose from three characters in this fantasy fighting game.

In addition, Romstar offers *Gold Medalist*, a multi-player game that centers on track and field events. It is a game that can retrofit three-or four-player horizontal uprights such as *Rampage, Xenophobe,* and *Gauntlet*.

For more information, or distributor referral, write Romstar, 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744.

Space Train

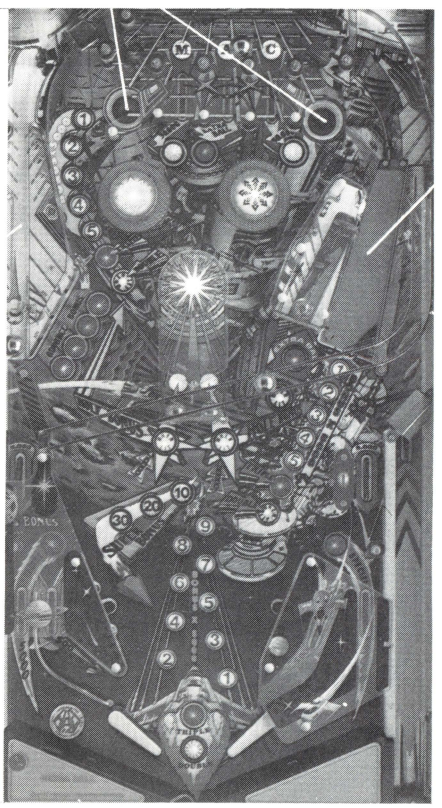
Casino Coin Co., exclusive U.S. distributor of the MacPinBall System 4 Multigame pinball kit, debuts *Space Train*, a two-level playfield game with multiball feature. *Space Train* is available as a conversion or a dedicated pinball.

Of special note are the two shooter holes to the upper level, double and triple bonus multiplier, Space Train and Space Ship Bonus, and M-A-C lanes. The playfield offers an elevator ramp, elevator holes, return raised tunnel, and return track.

With the new MacPinBall System 4 Multigame only the playfield, backglass, and game EPROM memory are changed. The kit is adaptable to just about any pinball game. There are presently two other conversions available in the System 4.

Casino Coin Co. now has a special introductory offer on *Space Train* for a limited time.

For more information, write John Berger, Casino Coin Co., 30 W. Imperial, Las Vegas, NV 89102; (702) 384-5000; Telex 403335—answer back Casino Coin UD.



Illustrated pinball guide

Pinball 1, an illustrated guide to pinball machines (Volume 1), contains 248 pages of historical pinball information from the beginning to the present. The soft cover book, which includes 300 photos and a 16-page color section, was written by noted coin machine historian and author Richard M. Bueschel.

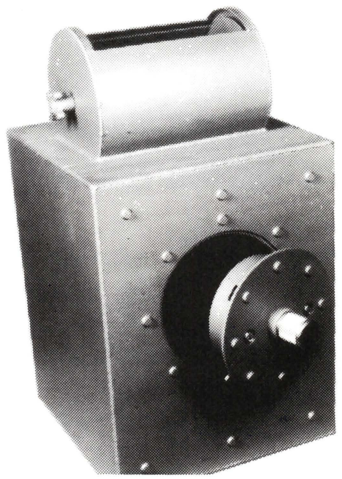
This is the first of a 10-volume set. Old games, new games, classic games, and forgotten names all lie within these pages, as does the assigning of rarity, desirability, and dollar values to collectible pinball games of past and present. The pricing philosophy has been carefully worked out over the past six years by pinball enthusiasts and collectors Steve Young, Gordon A. Hasse Jr., and John Fetterman.

Subjects such as collectibility, how to play, who made what games and when, and identification of the most valuable and collectible pinballs are covered in depth. The end result is ten volumes of the definitive history of the game. Volume 1 is priced at $29.95.

For more information, write to Hoflin Publishing Ltd., 4401 Zephyr St., Wheat Ridge, CO 80033; (303) 420-2222.

Roto-Vault Safe

Wico Distribution introduces the Super Roto-Vault Safe, the largest and most secure safe Wico offers. Designed for large volume routes or office depository, the safe is equipped with two high-security locks that are keyed differently. Both keys are required to open the safe.



A turn of the handle automatically deadlocks the 1/2-inch thick steel door, which has four steel locking studs. An extra large 12-inch by six-inch hopper opening accepts oversized money bags. The overall size is 32-1/4 inches high by 18 inches wide by 18 inches deep, with an approximate shipping weight of 280 lbs.

For more information, contact Rich Santercola, Wico Distribution Corp., 6400 West Gross Point Road., Niles, IL 60648; (312) 647-7500.

Miniature counter

The Veeder-Root Co. offers the new Series 7791, a low-cost, miniature electric counter available with a push button reset. The small size and reset feature make it ideally suited for OEM and in-plant industrial machinery applications.

The miniature counters are one inch high, 1.3 inches wide and 2.2 inches deep; they come in panel-mount or rear-mount models. All models have a five-digit display with a count capacity to 99,999. They are housed in a rugged plastic case and weigh 3.2 ounces.

Count speed is 600 per minute, with a pulse timing of 50ms on-time and off-time. Rated life is 10 million counts for DC models and two million for AC models.

For more information, contact Veeder-Root Co., 70 Sargeant St., Hartford, CT 06102; (203) 527-7201 or (800) 243-4458.

Electronics texts

Tab Books announces the release of three books on electronics, with full explanations and applications.

Electronic Databook—4th Edition is a single volume of information for every electronics need. Generously illustrated and thoroughly indexed, it is arranged in a readily usable format and includes theory-free data and concise, accurate examples. With this complete reference at hand, engineers and technicians can find needed electronics information quickly.

The 560-page edition includes such topics as microcomputers, fiberoptics, cellular telephony, modem standards, LC filters, signal levels, foreign electrical power, and more. The author, Rudolph F. Gray, is a 30-year electronics professional and the author of TAB's best-selling *Encyclopedia of Electronic Circuits*.

Fiberoptics and Laser Handbook—2nd Edition, by Edward L. Safford, Jr. and John McCann, teaches readers all about lasers, fiberoptics and their impact in today's world of CD players and laser discs, laser devices, and fiberoptic sensing devices.

The authors explain how and why lasers and fiberoptics work; they also examine their many fascinating applications in science and industry. Readers learn how fiberoptic cables are being used to guide industrial and experimental robots, and how fiberoptics are used in long-distance communications.

Finally, there's *Radio-Electronics' Guide to Computer Circuits*, compiled by the editors of Radio-Electronics. It's drawn from popular monthly features in Radio-Electronics, one of today's foremost electronics magazines.

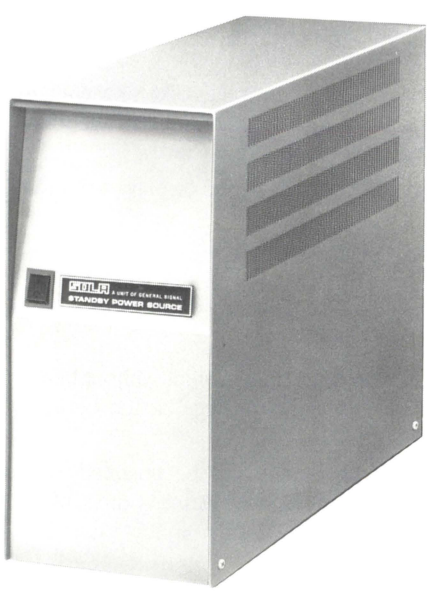
The books provide electronics hobbyists and experimenters with a comprehensive survey of microprocessors and their many applications. Each of the book's eight sections addresses a different situation, purpose, or microprocessor group. Every topic and project is addressed in a concise, straightforward manner; "computerese" is avoided.

For more information, write TAB Books Inc., Blue Ridge Summit, PA 17294; (717) 794-2191.

SPS-Standby Power Source

Sola, a Unit of General Signal, introduces the 1800 VA standby power source (SPS), intended for general use with a wide variety of computers and sensitive electronic equipment. This new SPS augments the company's 330, 450, 800 and 1200 VA SPS models introduced previously.

Designed to provide off-line battery/inverter backup power for protection against power failures, the portable, plug-in SPS unit offers greater economy in less critical applications where the continuous power conditioning of an uninterruptible power system (UPS) is not required.



The 1800 VA SPS provides this protection by switching from line power to battery/inverter power within a half-cycle when line voltage drops below -15 percent of nominal. An audible alarm sounds to signal line failure and repeats every 20 seconds as a reminder that battery operation is in effect.

For more information, contact Sola, A Unit of General Signal, 1717 Busse Road., Elk Grove Village, IL 60007; (312) 439-2800.

Maxi-Inverter

Versadata has released its new Maxi-Inverter (VHPS Series) line of low cost DC to AC inverters. They're used for powering large electroluminescent displays, membrane switches, and the backlighting of large scale LCDs.

Featuring input voltages of five and nine VDC, output voltages of 80 to 120 VAC and an output frequency of 400 Hz, the Maxi-Inverter can be used to power displays up to 40 square inches in size. In addition, the VLPS Series has been expanded to allow 12 and 24 VDC units to power displays of up to 40 square inches, with no sacrifice in size.

Versadata also produces custom configuration inverters designed for specific application.

For more information, contact Versadata, Inc., Dept. ND, 790 Maple Lane, Bensenville, IL 60106; (312) 766-6755.

Vegetable juice for vending units

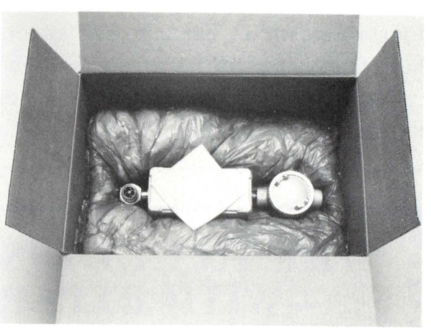
New England Apple Products, makers of Veryfine fruit juices and drinks, announces its new 100 percent vegetable juice. This is in response to the favorable consumer reception of its 21 other fruit juice and drink flavors.

The vegetable juice is made from a blend of 10 vegetables, including tomato, celery, carrot, lettuce, and watercress. This juice, along with Veryfine fruit juices, is distributed nationally to vending machine operators, supermarkets, and convenience stores.

For more information, contact Cathy Cahill Anderson, Cabot Public Relations, One Constitution Plaza, Boston, Mass. 02129; (617) 242-7615.

Protective foam

VCI-137 Foam, a new VCI impregnated foam product, provides fast and clean corrosion protection for packaged products. Sizes range from products the size of a small motor or mini-computer up to a large printing press packed in ocean-going containers.

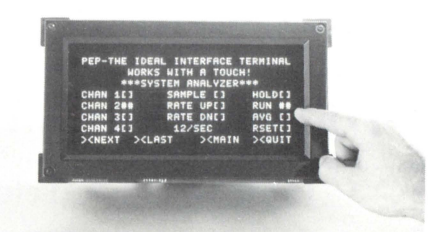


Available on rolls or as pre-cut pads, the foam offers a nearly foolproof method for protecting packaged products from corrosion. The user simply inserts or places it in the package and then seals, using conventional closing techniques like packaging tape, corrugated containers, or plastic wrap.

For more information, contact Boris Miksic, Cortec Corp., 310 Chester St., St. Paul, MN 55107; (612) 224-5643.

Memory module

The industrial products division of IEE, a manufacturer of electronic displays and keyboards, announces a new addition to its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CHAN 3[ ] RATE DN[ ] AVG [ ]
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>CNEXT >CLAST >CMAIN >CQUIT

PEP (Peripheral Entry Panel) family of interactive touch-entry display modules. The model 4285-XX combines an eight-line by 32-character DC gas plasma display with an infrared touchscreen.

The 16K memory, backed by an on-board lithium battery, provides for up to 127 canned messages. It makes this display ideal for use in interactive applications, such as industrial controllers and point of sale terminals. The basic unit is 12.2 inches wide, 7.4 inches high and 3.9 inches deep.

For more information, contact IPD Sales, IEE, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 418.

Epoxy adhesive

Master Bond introduces a flexible, low-viscosity, two-component epoxy adhesive for general purpose bonding. This system has a four-to-one mix ratio by weight and can be cured at ambient temperatures, or more rapidly at elevated temperatures. It's 100 percent reactive and does not contain any solvents or other volatiles.

This polymer system EP30FL produces high strength and tough bonds, which are remarkably resistant to thermal cycling and chemicals, including water, oil, and most organic solvents. Adhesion to both similar and dissimilar materials is excellent, including metals, glass, ceramics, wood, vulcanized rubbers, and many plastics. The hardened adhesive is an electrical insulator.

EP30FL is available in pint, quart, gallon, five-gallon and drum containers. Shell life is more than one year.

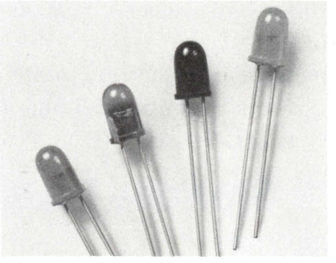
For more information, contact Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

Jupiter LED Lamps

The component products division of IEE, a leading manufacturer of electronic displays and components, announces the latest addition to the Jupiter LED lamp line. The LL4221NLC and LL307ELC Jupiter products are red light-emitting diodes incorporating high efficiency Gallium Arsenide Phosphide on Gallium Phosphide materials.

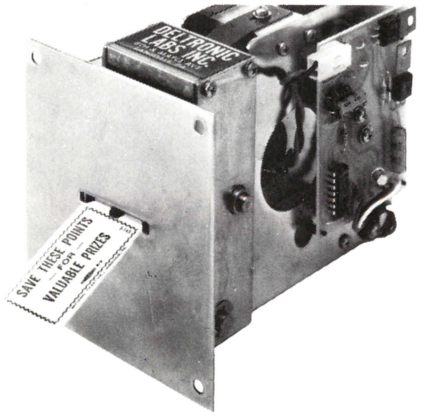
Only 2mA of drive current is required to produce a typical luminous intensity of 1.8 mcd and 2.0 mcd respectively. The products are offered in popular T-1 (3mm) and T-1 3/4 (5mm) rugged packages; they're also I.C. compatible and provide solid state reliability.

These low current lamps are reasonably priced at 23 cents in lots of 1,000 pieces.



For additional information, contact IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311.

THE TICKET DISPENSER —WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

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NOTICE TO THE INDUSTRY

Atari Games Corporation hereby gives notice to all members of the industry that on April 18, 1988 a U.S. Patent 4,738,451 entitled "MULTIPLAYER, MULTICHARACTER COOPERATIVE PLAY VIDEO GAME WITH INDEPENDENT PLAYER ENTRY AND DEPARTURE" was issued to Atari. Any game either in a coin-operated or a consumer format which has any of the elements listed below in its game play would infringe Atari's patent unless a license is obtained from Atari Games. The elements of the game play are as follows:

- Independent player entry and departure coupled with encouraged player cooperation or competition
- A multilevel maze populated by attributes affecting entities and limited resources and a time-varying and damage-varying health attribute for each player's character
- No character can leave the bounds of the displayed portion of the maze
- Displayed portion of "window" of the maze cannot move until the positions of all the characters change such that the window can be moved while still encompassing all the characters.

Any company or person who utilizes this patent without benefit of a license will be subject to having legal action brought against it for infringement.

Further information about this patent may be obtained from Dennis Wood, Senior Vice President, Atari Games Corporation, 675 Sycamore Drive, Milpitas, California 95035, (408) 434-3765.

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Program #2 Semiconductors — Approximately 30 minutes — $29.95
Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95
Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95
The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95
The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

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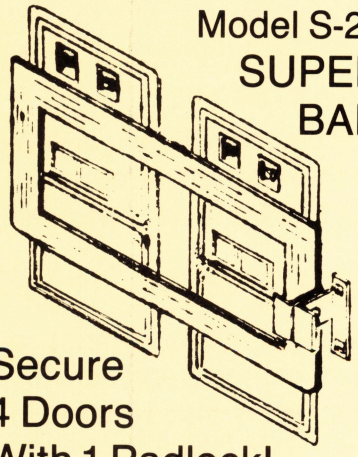

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DiSalle Arts & Craft Bldg. on 17th Ave.
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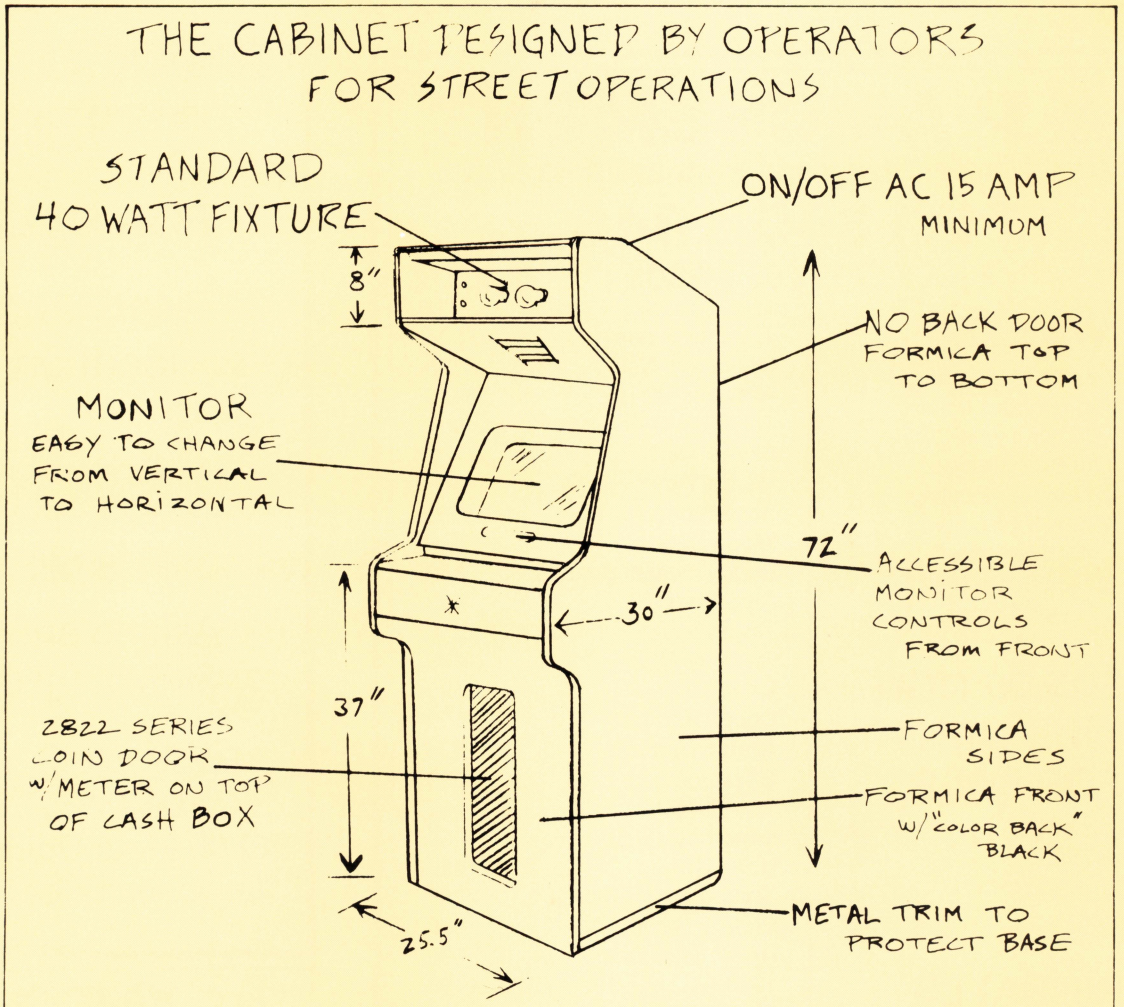

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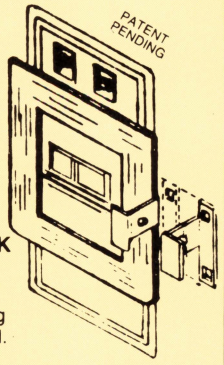

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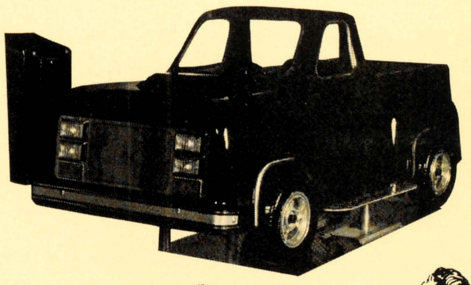

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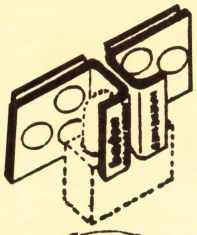

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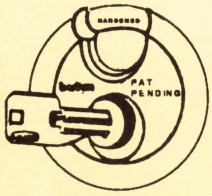

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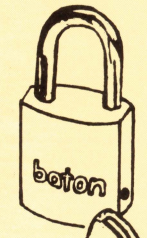

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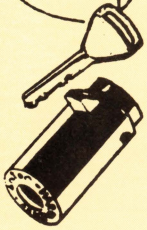

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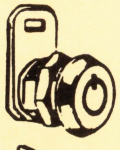

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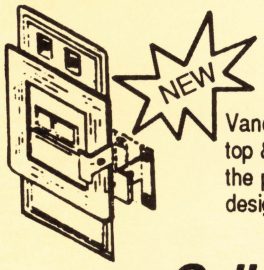

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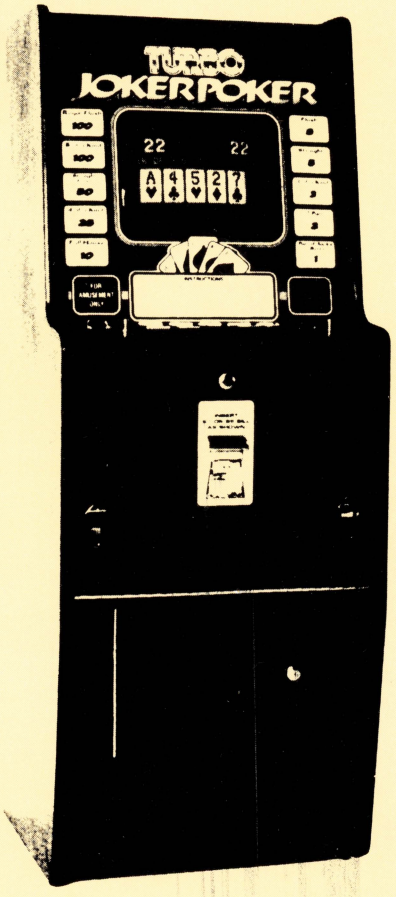

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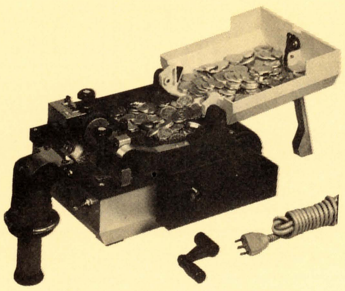

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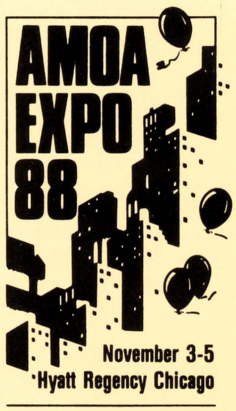

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That long-awaited coin-op handbook, our Annual Directory/ State of the Industry issue will be out at year's end.

****

Coming in November: Tokens and promotions are important to today's arcades. Read about the latest applications and results!

****

Worried about vandalism?
Cut down on the chances by changing to tokens. Find out how tokens and promotions can help your bottom line. In the November Play Meter.

THE CALENDAR

1988

OCTOBER 7 8 9
Fourth Annual Pinball Expo, Ramada Hotel O'Hare, Rosemont, IL. Contact Robert Berk (216) 369-1192 or Mike Pacak (800) 321-2722.

OCTOBER 15 16
National Air Hockey Championship, The Bank Saloon, Boulder, CO. Contact Mark Robbins of Dynamo (817) 589-7699 or the U.S. Air Table Hockey Association (303) 444-9164.

OCTOBER 20 21 22 23
National Automatic Merchandising Association (NAMA) Convention and Exhibit of Vending and Foodservice Management, The Rivergate, New Orleans, LA. Contact NAMA (312) 346-0370.

NOVEMBER 3 4 5
Amusement and Music Operators Association (AMOA) Expo, Hyatt Regency, Chicago, IL. Contact AMOA (312) 565-4602.

NOVEMBER 15 16 17 18
Spain's Induferias '88, annual amusement and trade show, Valencia, Spain. Contact Ana Caballero 364-0011 or 364-1011, Telex 624 35-Feria E.

NOVEMBER 16 17 18 19
International Association of Amusement Parks and Attractions (IAAPA) 70th Annual Convention and Trade Show, Dallas Convention Center, Dallas, TX. Contact IAAPA (703) 671-5800.

NOVEMBER 18 19
Utah Amusement Music Association (UAMA) state meeting and officer elections. Contact Tony Vina (801) 364-6172

1989

JANUARY 15 16 17
Nightclub, Bar, and Restaurant Expo, Georgia International Convention Center, Atlanta, GA. Contact Angela Benvenutti (601) 236-5510.

FEBRUARY 23 24 25
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), Bally's Reno, Reno, NV. Contact W. T. Glasgor (312) 333-9292.

MARCH 2 3 4
South Carolina Coin Operators Association Annual Convention and Trade Show, Sheraton Hotel, Columbia, SC. Contact Helen Sikes (803) 779-2498 or 345-2048.

ADVERTISERS INDEX

We have made it easier for you to get information from our advertisers. There is a perforated ACTION CARD you can pull out, find the advertiser you are interested in below, and circle the corresponding number on the card. Then, drop it in the mail and we will forward your name to the correct advertiser.

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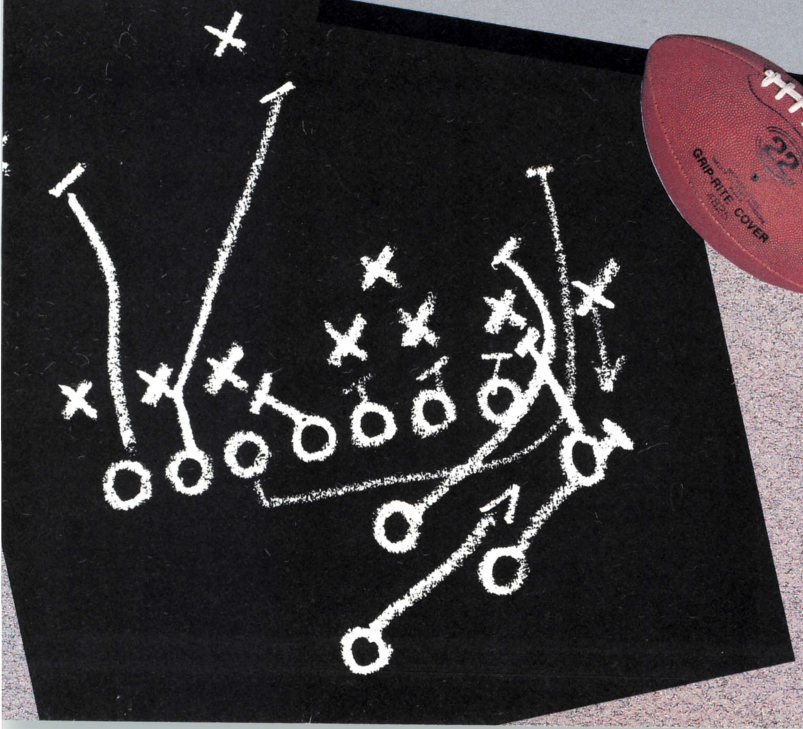

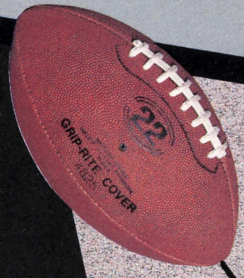

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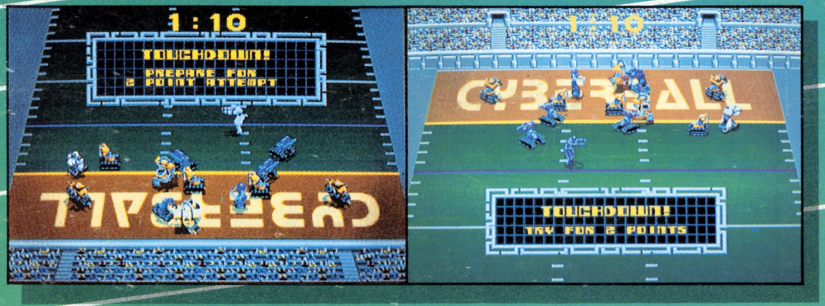

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ATARI GAMES

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